

ondernemer de “idea”

企业家 理想的企业

Empresario Ideal El Em

THE IDEAL ENTREPRENEUR

BY ANDREW JACOBS

ondernemer de “ideal”

企业家 理想的企业

El Empresario Ideal El Emp

THE IDEAL ENTREPRENEUR

BY ANDREW JACOBS

CONTENTS

DEDICATION	5
FOREWORD	7
INTRODUCTION	9
JANUARY	11
FEBRUARY	32
MARCH	53
APRIL	80
MAY.	96
JUNE.	118
JULY	139
AUGUST	164
SEPTEMBER	189
OCTOBER	206
NOVEMBER	232
DECEMBER.	263
GLOSSARY OF TERMS.	283
ANDREW'S NAME LOCATOR.	285
COLOPHON	287
ALSO BY ANDREW JACOBS	288

DEDICATION

To Jean Shepherd:

When I was in high school and just beginning to write, I used to listen to a man named Jean Shepherd at night, who would tell about his various experiences from when he was a boy in the Midwest, in the army during World War II and his life later living in New York. He had an amazing personable style and it felt like he was speaking directly to me. I decided to send one of my short stories to him with a self-addressed stamped envelope asking for his opinion. A short time later, I got back the story with two words printed on it. They said "Keep trying." For me, that was enough encouragement to keep going and I owe him a great deal because he could have just as easily crushed my spirit. It was a great lesson to me, the power of encouraging words and I have tried to do the same for others. I love to write. It has become a part of me and I cherish the ability to be able to convey the lessons I have learned with the hope that they will not only entertain, but also help others to avoid some of the pitfalls into which I have plunged. He may have passed on a few years ago, but he is still very alive in the tapes I have of his radio shows. He talks, I listen and still learn.

FOREWORD

The more I write the more I have come to respect the efforts of the various editors, artists and proofreaders. It is always ironic to me that the easiest, most enjoyable part of a book for me is the writing and the tough stuff comes later, especially when it comes to editing. Therefore this is a public thank-you to my son Alexander, Richard Green, Marc Appezzato, Jay Williams, Michael B. Mroczek, Kate Hannington and Alice Prager.

INTRODUCTION

I realize it must seem incredibly egotistical to not only think your life is interesting but believe it enough that you actually write it down. You need to raise that up a couple of notches to where you are willing to print the book yourself, send it all over the world and even give it to complete strangers who have the unfortunate fate to sit next to you while traveling.

I am before you guilty as charged and herein lies my latest effort. I like to think of myself as the guy who does a lot of the stuff you might have wished you had done had the chance been given and you had been obsessive compulsive and germ phobic like me. A lot of the time I do new things on purpose because I get bored so easily and always need something to write about. Therefore our journey continues, you are my co-pilot, my confidant and the person I usually run to first when things don't go according as planned which is a lot of time. Don't worry about being late, you are always there and eventually will find out what is really going on.

JANUARY

1/1/07

4:08 PM EST - *New Jersey*

It is a new day and a new year.

We had a wonderful New Year's Eve. Wendy and I went out to an early dinner with her sister Barbara and Barbara's husband Cliff, which has become an annual event. We were home by 8:15, picked up Kayla and her boyfriend, and dropped them off at a party. She had a ride for later so Wendy and I went home, relaxed and I got to sleep by 11:00PM. I told you it was a good night.

This morning I got up, went to my office to workout then came home and used the treadmill. We then went to Barbara and Cliff's house for their annual afternoon party. It was fun and a good way to start the New Year.

We are readying the marketing attack for our game Ideal Challenge and by the end of this week we hopefully have enough samples ready so we can start sending them out. I am excited both by the prospect of people buying the game and also selling into a different group that what has been my norm. I have always been involved with industrial customers mostly in the telecom field. Now we are branching out to consumer products and I am sure that there are some similarities but there must be major differences and the only way to find out is to jump in. This will mean of course that we will make mistakes, but that has never stopped me before. I relish the new challenge and can't wait to see how we do. New things are always very exciting and the threat of failure is something with which I am familiar. I will fail many more times before I am done and when I stop failing it will mean that I am either dead or retired. Neither position appeals to me at this time.

As I look at our children, the various nieces and nephews, my parents and their contemporaries, I can see how we are all getting older. I am fifty years old and with great fortune, I will be able to work productively and follow my dreams for another thirty years.

I have few regrets so far and no excuses. I have followed a path interwoven with the choices fate has offered, the decisions I have made and the interaction from the people around me. This is good and I am happy to continue on to see what is possible, how far I can go and the

good that I can create. Enough philosophy. I go back to work tomorrow and I can't wait to attack.

1/1/07

9:58 PM EST - Home, NJ

Bombs exploded in Bangkok late last night, police are not sure who set them off. Bangkok is one of the cities we normally visit when making sales calls. I emailed Ben to say this would not stop us from going and he readily agreed. A strange thing about the world today: bombs go off, people die and you always figure that it will not be you. It is good that we don't because if it did stop us then the terrorists will have won and we will be the real losers. You have to go with the odds that you will be okay and keep moving forward. That doesn't mean taking unnecessary chances. There are some parts of the world where I will not go and others where I will only go with armed or at least secured escorts. I am not a hero and have no urge to be hurt, kidnapped or killed.

On a more pleasant note, we hired a new salesman in China and I am helping with his schedule and training. His main job will be to help market our new game in Asia, but we will also have him sell the main label product line for IJX plus the new panel assembly design. If he can do as we tell him, then he has the possibility for great success, however the odds are always against anyone being successful in sales. We will do our best to help him and I wish him the best of luck. It was along time ago when I first began to sell. I hope I can make his road a little easier, but it is up to him as to whether he can internalize my advice or must learn everything first hand.

In an email to Titan (a new salesman at our Xiamen facility), I wrote:

Hello Titan,

You have a good name, in ancient Greek mythology the Titans were a group of gods who held great powers. I hope your mental strength and energy will be equal to theirs.

You have a difficult yet exciting job in front of you. Not only will it involve the game, but also other areas of marketing for both IJX and IJUS. Since sales and marketing are one of my major areas your education and development are very important to me. I will be having you do many different tasks covering a wide range of topics. Your job is to do what I tell you, as quickly as possible and learn as much as you can along the way. You are free to ask questions, you are not free to question why I do things. You are free to offer suggestions. You are not allowed to ignore anything I ask you to do. If you do as I say and try to learn as much as you can, then you have the chance to become successful. It is simple, but not easy.

JANUARY

Here is what I want you to do to get started:

1. *Read my books.*
2. *Listen to my new CD. This is the fastest way to get to know me, what I expect of myself and those who work with me.*
3. *Play the game enough times so you are very familiar with it, the rules, questions and answers, enough so that you can teach others to play.*
4. *To market the game, you can do as per what you wrote to Ben and me, but I also want you to gather information on the following:*
 - A. *Get the names of the head librarians for the 10 biggest libraries in China and Malaysia.*
 - B. *Get the names of the heads of the head librarians at the 10 biggest universities in China and Malaysia.*
 - C. *Get the names of the editors of the student newspapers for the 10 biggest universities in China and Malaysia.*
 - D. *Look at Home Shopping Network in the United States, find out if there are similar shopping networks on television or the Internet in China and Malaysia.*
 - E. *Start working on a system to help people learning English to use our game as an aid.*
 - F. *Non-game work:*
Get a list of our customers in Asia from Ben. Look at their websites and find similar types of companies in China and Malaysia that we can expect to buy our labels. We are especially looking for multinational companies with their headquarters in both the US and Europe.
 - G. *Use your brain. Get familiar with our plant and our capabilities. Let your mind go wherever you think might be possible. You have no limits or boundaries. Enjoy your freedom, but do nothing unless you tell Ben or me first.*

Report your progress to me every day.

Good luck.

*Regards,
Andy*

1/2/07

10:03 PM EST - Home, NJ

It was a typical start of a new year. It was tough for everyone to get going and the day seemed longer than usual. As is the norm, I am totally paranoid about how the year will be, scared that sales will not be good, scared we have lost one of our better customers, scared that our new product line, game and overall expansion will not go as hoped. A lot of stress, but again it is traditional for this time of year. I spent the day getting the ISO audits for the end of the year finished, followed-up

on a bunch of sales areas and by the end, was feeling tired. I decided to have some fun and I went after some big companies who supply language lessons figured they could use Ideal Challenge to help their students learn and practice English and Chinese. I am not sure how much success I made. I understand my idea of fun might be someone else's idea of horror. It was great to come home and see my happy family. I got an email from Ben and he is in favor of our trying to become a Chinese distributor for one of the main ink manufacturers in the U.S. We use their products and therefore are perfect to help advertise, market and sell their products. It would be good for everyone if we could work it out. Time will tell. Our new salesman Titan is gathering the information that I requested and soon we will see if there is a market for our game. My book in Chinese should be issued there soon.

Another email to Titan:

Hi Titan,

Please check the following with Ben before proceeding.

Here is my plan:

We ask everyone that you have contacted to review the game using your questionnaire and pay them 1000RMB for their time, if that is appropriate. We also offer them 5 sets of the game and 5 copies of my latest books for their library or headquarters. Part of getting the 1000RMB is that we can use their comments in our advertising. We then start sponsoring competitions over the next year where players will compete for the chance to start their own company with IJX as a partner.

The competition will involve first buying our game and book to be considered and then submitting business plans. Once we review them, we will select the top 5 prospects and bring them to Xiamen for a week to compete for a grand winner with whom we will partner to start a new company. Check this with Ben to see his opinion before doing anything.

*Regards,
Andy*

1/3/07

9:50 PM EST - Home, NJ

I have adopted a new regime over the past few months. Whenever I feel a burning in my stomach from stress I take two or three antacid pills. I have been averaging about two per day. So far today I am up to four. I read on the instructions that ten is the limit and should not be done for more than two weeks at a time. I am trying to be proactive and attack the problem as soon as I feel it. Of course, the best thing would be for the stress to not be there and that will probably not happen until sales for IJUS and IJX are much stronger, the new plastic design is test-

ed, accepted and selling strongly, the game is selling, the editing for my new book is complete and the first draft of my new game is finished.

This probably will not happen for a while, if at all, so I have a large supply of antacid pills. Hopefully, I will learn to handle the stress better as time continues.

My trip to Europe this month is taking shape. I now have two appointments scheduled in Germany and by Friday I should know about The Netherlands and Ireland. France will have to be postponed for a while so I am not sure how I will schedule everything. I will also try to see Jeroen. I will turn over Europe to Al as soon as possible both because she is good in sales and her kids are there. Ben will take care of Asia and I will take care of the U.S. and all other spots necessary worldwide. If the expansion works, we will all be very busy.

I played tennis well this morning, but still was slaughtered. It was good for my ego to be kept in line and also a way to keep my weight down so everyone came out for the better. I play again tomorrow with probably the same result.

We are making progress on the first two panels for the Ideal line. I hope to be ready by early next week so we can send them to potential customers for review. We also got the okay to start prototyping our first panel for Nortel – a very big deal.

By offering free tooling, we have a chance to jump ahead of the market if our designs work – a big “if”.

Kayla had a swim meet tonight and should be home soon. I will give her a hug before I go to sleep, right after I check my email one last time. This whole thing would be a whole lot harder without my incredible family and not nearly as much fun.

1/5/07

11:16 PM EST - Home, NJ

I spoke with Barry today. His research on the game proved troubling. He did not seem to think people would want to play the game more than once. More troubling was the distinct lack of response from people regarding the potential marketing and selling. Then it hit me and I realized what we needed to do. The game was not an end – it was a means to an end; a recruitment device like my books. They are all tools to help people realize whether they want to start their own business or not. This was our way to help them to see if they wanted to take the plunge. Once they have made the decision, then it is up to us to give them the foundation and support to launch as partners. We could help create hundreds of small business niches around the world. My purpose is to be their home base and give them the chance to see what could be. I will not sell the game, CDs, or books, but I will give them away to libraries, colleges and schools all over the world, where they can help be the catalysts to encourage people. It is so huge and all

THE IDEAL ENTREPRENEUR

encompassing that it is hard to comprehend the total potential of where we could be going. A laboratory of a multitude of small businesses, each of which we will own a piece, providing the structure to increase the odds of those who survive and thrive. We will begin with Kean University here and spread to the libraries and universities in China. We will use my experience, our loyal support, and the infrastructure to provide a positive environment in which these entrepreneurs can thrive.

1/7/07

9:58 PM EST - Home, NJ

Today went like a whirlwind. I was supposed to get up at 7:30, but it took my last of four alarms to wake me up even though I heard the noise in my dreams so now I am paranoid about not waking up and will have to keep five alarms for the foreseeable future.

Pancakes and fruit went well with Bailey; tennis and biking were fun. It was considerably cooler than yesterday (about 50 degrees), but still very nice for this time of year. I stopped to see Phoebe – she is well. She is over eighty years old and contemplating moving to an apartment. She does not want to give up her freedom but the house is becoming tiresome and lonely – it is a tough choice to make.

I pedaled home, had lunch, stopped at the office, went to see my parents, picked up dinner for Alex, Ben and me, went home, did some work, and had dinner. Wendy and Kayla were at a birthday party and came home later. In between I have been thinking about the offer from Ben's friend in Malaysia regarding the purchase of IJX and have been trying to do some research about his company. They make air conditioner parts, own coal mines, seem to have about 300 employees and want to get into the Chinese market. The coal mines interest me, as does energy in general. It's time to try to go to sleep.

One other thing... when I was riding with my son, Ben, yesterday we were talking about the game and he said kids today want to be able to play online. He might be right. Tomorrow I will contact India and try to find a supplier who can make the transition from board to video game. Since all of the artwork is done already, I am hoping it won't be too big of a deal to make it a video game.

1/8/07

9:49 PM EST - Home, NJ

I feel like when I did when I first started in the business and used to go a round with my dad. When it began, I was not allowed – or thought I should not say anything – for fear of saying something incorrect, looking dumb or worse, making my father appear in an unfavorable light. As time went on I grew more confident and began to speak up with suggestions and opinions as to what could be best when engi-

neering and running jobs.

I am in the same position now regarding panels. Suddenly thrusting myself into this new area I find myself more engaged with engineers and other professionals discussing their drawings, offering suggestions and arguing for changes that would not only save them money but also help us get the business. It is an amazing thing to watch myself, almost in the third person as I am talking, slowly gaining more confidence and ready to start pushing my position more. I believe I can add more than I thought previously. It would seem that I have some ability in this field and the extent and depth of that will not be known for a while. I am sure a lot of mistakes will come but that holds for everything. In this case it could mean ruining a bunch of expensive molds but if you are not willing to take the chance, then nothing will happen. Today I spent a lot of time with engineers both at customers and those working for us as freelancers discussing our new products and drawings. The opportunities for large pieces of business seem to be building and it is a lot of fun to think of what can be.

Speaking of potential, I sent an email to the man in Malaysia who wants to be part of our company. If he has a genuine interest, then I will try to visit his coal mines and manufacturing sites when I go over in March. That should be an amazing adventure. While there, Ben says he will make at least one appointment to speak at a university with the potential for more. I will talk about starting and running your own business to the English speaking business classes and then try to start recruiting entrepreneurs for our newest undertaking of mentoring and partnering in multiple mini-businesses worldwide.

I decided that we will not sell the game. Rather, we will send out the 1,000 we have to our customers as advertisements.

Jeroen called today. He is coming with me to The Netherlands and Belgium. He will also drive us there – a very nice thing.

1/9/07

9:55 PM EST - Home, NJ

Business has slowed down. We are behind last year. My stomach is a wreck, I am popping antacid pills, and I am worried, nervous and afraid. People owe us a lot of money and I will owe a lot of taxes come April.

Now the good news...

So far people seem to think our panel design will work, at least in specific areas. We are now quoting parts and will find out this week how we are doing. Our two new Ideal Advanced ATCA Front and Rear Filler Panel parts will have the drawings ready by the end of the week and I will use those to sell throughout the world. Once we get customer input, we will then send them prototypes and get testing done. If they work, then it should not be a big stretch for them to start ordering them,

getting other panel work, getting the label business and much more. The problems with my stomach are as much anticipation of what can be as it is stress and pressure. I know this, which is keeping me somewhat in check. There is not much need to go to the doctor – I know what is wrong and it can't be helped. I have to struggle with my mind and force myself to stay at it, break through to the next level and gain some temporary peace.

The word from Asia is that our customers are now going to be into cost cutting even more than before. It will be fantastic news if our design works. We can then offer 10-20% off what they are paying now and that means that they will have to at least listen to us. If they value their jobs (and if we prove correct), they will have little choice but to transfer the business to us. As far as I can tell, we are in perfect position. Like in the US, we can also start to offer to place our people on location with our customers to help with designing and creating artwork, which should also promote more business.

I know things are okay because a customer was giving me a lot of grief today and I fought back, a sure sign that I am in control. Not allowing myself to be bullied is extremely important. I will try to give them everything I can, but if they push too far, then we have to be ready to say "no."

1/10/07

9:53 PM EST - Home, NJ

Our President spoke tonight and I now fear the worst. His plan for sending more troops to Iraq is based on the assumption that the U.S. Congress and Senate will allow him to do it. Unfortunately, it is not in their best interest to see him succeed if they want to take the White House in two years. Therefore they will probably stall as long as possible and give him some of what he wants. As he fails (which would probably happen anyway), they can blame all of the Republicans and take the next election. I am not sure they are wrong anyway. What I do think is that his action to make the troop strength stronger will not do any good because it is based on the idea the Iraqi Prime Minister can or will do as he pledges. I do not think he can gather the support or his people have the will to make the country safe. What we have is a continued disaster and the only answer is to make the oil that the terrorists are using to fund their activities worthless so that they can do less. The only way to do that is to conserve, find alternative sources of energy and use renewable fuels. If we had taken the money we used in this war and used it for those purposes then we probably could have crippled the ability of the insurgents to finance themselves. Instead we have only strengthened them. We did not have a plan after we "won" the war. It is our own fault – we have created this mess ourselves. We have acted in a bullying way for too long and we are now paying the

consequences. I hope that when China and other superpowers continue to rise so that we can learn to work together instead of trying to force our will and our view of how things should be on other people. For the future, we will have no choice. We have lost our position of dominance and I do not think that we will ever hold it again.

My son Ben leaves for Boston tomorrow to pick up his girlfriend before they go back to school. We had lunch today – I will miss him.

1/11/07

9:51 PM EST - Home, NJ

I had the feeling yesterday morning after tennis that the worst was over for my anxiety attacks and it seems that it is so.

It was a good day. One of our design modifications for an Alcatel-Lucent drawer panel has almost been accepted – one more person to go. Things are better and the general feeling around the office (or maybe it is just me) is that we are moving forward and our various projects are going well. Two of our pre-press people will learn a new engineering software so that we can make the needed modifications for parts in-house. The mailing of the announcement of the new product launch will be right on schedule. The game should be shipping from Xiamen via container within two weeks and will be used as the second part of the product launch mailing. I turned my phone off early and I am going to asleep.

1/12/07

10:07 PM EST - Home, NJ

It seems that the panic attack of Wednesday morning at tennis was the pinnacle and I have felt much better since.

I was listening to Jean Shepherd (one of my mentors) this morning and he was talking about something he had done as a child and had felt very guilty about it for years. This reminded me of something I had done when I was about fifteen years old. I had been studying clarinet since I was nine years old and I was usually very diligent about practicing. I was good and I liked to perform. But practicing could be maddening and one time I got so frustrated that I took my knife and sliced off part of my plastic mouthpiece. In horror, realizing what I had done I lied to my parents and said it happened while I was trying to repair it and they accepted the explanation. It always bothered me that I had lied to them and hearing my mentor admit that he had hidden something reminded me of what I had done. I called my mom on my usual Friday morning walk and told her what had happened. She was sympathetic and forgave me immediately and I think she was somewhat heartened that she could still make me feel better. It is good to get that off my mind after more than thirty years.

For a big panel project I put in a verbal price, which made the cus-

tomer happy but the parts had to be delivered to Ohio and these were being produced in China. Therefore our prices had to be a delivered price including shipping and tariffs, which is causing some concern. Ben and I are working on it, but it is something we will continually face so we have to work it out now. I believe that our design capabilities are good enough to help us get the business, but in order to maximize the profits, we have to be able to produce, ship and keep the tariff costs in line – another new challenge.

1/13/06

3:30 PM EST - Home, NJ

I went biking after Temple this morning. Who should I see, but Uncle Dave along the way. He was supposed to be with his nephew at a basketball game, but he was sick so Dave came looking for me. It was a joy to have him along since he is both my best friend and confidant. My new bicycle is superb and we had a good time. I just finished some editing on my latest book and am tired so I will try to take a nap.

I got an email from my partner Ben this morning sending some information from Julian in Malaysia. He is very serious about trying to do some kind of alliance with IJX in Asia. I am not sure where I stand on this. We are doing fine on our own, but the thought of being part of a public company does appeal to me. Besides, if the panel business takes off, then it could be a simple way of creating a large amount of capital so we would not have to use my money to expand further. I sent information to my two financial mentors – my accountant Gary and my Uncle Nate. Gary already started sending information and I requested my Uncle to send his for the Tuesday meeting that Ben has with Julian in China. I am not exactly sure what they are offering yet, but it will have to be good for me to give up IJX stock. Exciting times, but I do not want to have new partners just to satisfy my ego and desire to be part of a listed company.

1/14/07

6:55 PM EST - Home, NJ

It has been a normal Sunday with tennis, biking, going to the office for a while, cooking dinner and now writing. I love my routine and I love my life. Sunday nights however can be a bit difficult if things are in flux as they are now. For this week, I plan on sending our two new product drawings out for review, getting ready for my trip (which starts next Saturday night), and trying to make sure everything is ready before I leave. Hopefully, I am tired enough where I will fall asleep easily. Comments on the panels have already started. We will gather them for a few weeks and then take all the suggestions, make one final set of drawings, send them out and then start molds. Tomorrow I will work on the tariff charges for the panel order we are trying to land and

go after more. We are in a race that has begun already. Between our customers being acquired, changing suppliers and needing to reduce costs, we are in a great position. We have to capitalize now.

1/15/07

9:48 PM EST - Home, NJ

It is official: Alcatel-Lucent is opening up the door to everything for suppliers, which means they will pit one against the other to see who is the least expensive. Regarding labels we are not the cost-efficient, but have other strengths that I hope will give us the advantage to go after the shorter-run, higher profit areas. In the panel area, however, if we prove successful in our tests, then they will allow us shots at everything that we think we can handle. This is happening in Asia and North America. Europe will probably follow.

Vinnie and I are now scheduled for Asia in March. I will book the tickets tomorrow.

I leave for Europe on Saturday and may have to go back again next month. I am ready – it is time to be back on the road again.

1/16/07

9:54 PM EST - Home, NJ

The logo changeover to Alcatel-Lucent means a lot of art master changes and other new label orders. This is a good thing for us. Not charging for set-ups or molds makes it easy for people to give us a chance at new business. It seems like a good model. My partner Ben says I will give speeches at three universities in China – sounds like fun. It offers good exposure and practice.

Sales are holding up okay – a little behind last year.

I went to Kayla's High School swim meet today. She swam well, but the team lost by a few points. She is very cute and warms my heart.

My new mountain bike is very cool – it has double suspension and I am having a lot of fun with it.

We should be getting updated design software in during the next few weeks so we can start modifying mechanical drawings ourselves. It will be a good thing to be able to do in-house. So far our outside design engineers are doing very well – they could end up working for us one day.

We had a PTPA meeting today. I am drifting away from the group – failing as the small business head to penetrate the market has left me with a bad taste. I will leave the board at the end of this year, but will stay in the organization. Sometimes it is time to move on.

I made reservations for Omaha in March. I will go see Commscope and then speak at an OSHA conference.

1/17/07

9:55 PM EST - Home, NJ

My Uncle Phil always said he would never sell his company for stock – only cash.

I modified that to say that I would never sell IJUS for anything but cash but IJX was another matter. We have a Malaysian company after us and as I feared they figured that they could get both IJUS and IJX in the mix. The answer to that is forget it. I doubt that we will hear back from them again. Being a publicly traded stock is enticing, but not enough to lose control and work for someone else. There will be other roads to travel and I am a patient man.

The day went well otherwise. We are now ahead of last year in sales, which is incredible since we have lost almost all of the business from one of our biggest customers. The pressure is immense, but I have to handle it. I just downed two antacid pills – my first of the day and more may be coming. I will try to sleep.

1/18/07

9:50 PM EST - Home, NJ

My Blackberry started to malfunction today so I got a new one. Unfortunately, I am still having email trouble and I cannot contact Ben in China easily. I have decided to take the rest of the night off and try not to worry about it. The funny thing about fate is that it works in strange ways. I am reasonably calm and hope to stay that way so maybe this is not a bad thing. I hope to get it fixed tomorrow as I am leaving for Europe on Saturday and Mike is not in to help.

Things are good at work. Kayla and Wendy are at a swim meet so I plan to wait up to say good night. It is supposed to rain/snow tonight. It is pretty outside, but I hope the roads are okay.

1/19/06

10:51 PM EST - Home, NJ

It snowed today–winter is here.

Tomorrow I leave for Europe and I will miss my family. I can feel myself already in the traveling mode, checking my stuff, charging my electronic gear, checking my foreign currency and getting mentally ready. Alcatel-Lucent North America had their vendor call today to stay as a supplier we have to reduce our prices by 20%. The good news is that everything is up for grabs so we will have a chance at the metal and plastics business. The possibilities are huge, yet the potential for trouble is the same. The fight continues.

1/20/06

7:42 PM EST - Newark Liberty International Airport

First, the good news. I am at the airport on time. The bad news is that my flight is delayed ninety minutes, however it is not cancelled. The better news is that I have plenty of time for my connecting flight in London. The bad news is there is no Continental Airlines Presidents Club in which to wait. The other good news is that I found an outlet that has power so I am plugged in. All in all, I am fine. My day has been good. I went to Temple this morning, then to the office to finalize my plans exercised, and then I walked with Uncle Dave. We were scheduled to ride, but it snowed a little last night. It is cold, the wind is blowing briskly, there was some ice left on the streets and we did not want to risk wiping out on the asphalt. As usual, our talk during our walk was stimulating and when I got back to the office I finished exercising, went home, packed (including of course my triple-decker peanut-butter-and-jelly sandwiches), went to pick up dinner for Wendy and me, got ready and was picked up for the airport. My driver tonight was Shaw. We have driven together before. He is a very pleasant young man and likes my books so we get along fine. Security was not a problem and I got through with very little delay. I am always curious as to why airports seem so warm, especially during the winter when it costs money to keep them that way. It doesn't matter. I have no input in this area so I will only mention it here.

I am looking forward to the cabin door closing and getting into the air where time stops allowing me to relax for a while. It should be a fascinating trip filled with meeting new people and going to new places. The potential is enormous. I just have to relax and remain open to the possibilities. I'll try to see things as they are as opposed to how people project them. It's time for some editing.

1/20/06

11:57 PM EST - In Flight

I think we are running about 1 1/2 hours behind schedule, which is probably still okay for me to make my connection, but it will not be a nice and easy transfer. I will have to get through customs and immigration, get my suitcase, change terminals, check in again and hopefully catch my flight. We should arrive around 11:00 AM in London. My flight out is at about 2:00 PM so hopefully I will be okay. The weather has apparently been crazy in Europe and I was reading in the London newspaper about the climate change problems that they have been experiencing including heavy beach erosion and increased severity of storms. It is scary stuff and I wonder how it will affect everything over time. For now we are over the Atlantic Ocean and I am leaving home. I miss my family already and I hope that they are all safe, warm and asleep. I will call them sometime tomorrow.

1:52 AM EST - In Flight

Three hours, forty-nine minutes to go.

I think that I slept for about an hour and am now awake. We are past St. Johns Island out over the ocean. I cannot believe that one of the movie selections is "Snakes on a Plane." Oh well, I'm sure that I am not going to watch it.

1/20/07

12:15 AM London Time (7:15 AM EST) - Heathrow Airport

I think all told I got about three-and-a-half hours of sleep, which combined with the nap I plan to take on my next flight should be okay. Virgin Atlantic is a good airline and I would recommend it to everyone. My primary carrier is Continental and I use them whenever possible, but it did not work out for this trip. I am making good progress on editing but I am feeling a little guilty that I have not worked on my global warming game. I think it has great potential, but I am having trouble finding the time so I think I will leave it alone until the editing of my book is done and then move on with that. Meanwhile, the first 500 copies of the Ideal Challenge game should be shipping from China in the next two weeks. After a full review, we will research what an Internet version will cost. Our findings will dictate what we do next.

I got an email from Ben in China asking if we had gotten all of the first filler panel samples so I could have them for my calls on this trip. Unfortunately we didn't but I had asked him to send three sets to Jeroen and I am hopeful that he will have them when he comes to pick me up on Tuesday. I have gaskets and aluminum parts with me to show all the components and it would be really good to have them with me when I go to Belgium.

I hope I can find a good salad for dinner tonight - that sounds good. I also hope I can go to sleep on normal German time so I can get up at a decent hour and workout before making my first call. That reminds me, I need to set up a taxi when I get to the hotel. I hope that is not a problem. I should have thought of that before. I should have done the same thing for my second stop. It is unusual for me to neglect to do this—a mistake on my planning. I will try to be more careful. I am sitting in Terminal 1 waiting for my gate to be posted. As soon as it is, I will go down and wait there. If the weather is nice tonight, I will go out for a walk. It is fun looking around and getting the feel of a neighborhood by walking through it. Of course you have to be careful and constantly aware, but it is still nice to be in the non-tourist areas and see how the towns really are.

1/21/07**9:16 PM German Time (3:16 PM EST)**

We landed in Germany without any problems. Our luggage was delayed getting off the plane so I took the opportunity to eat my first of three peanut butter and jelly sandwiches, which was great. My taxi driver did not speak English, but what he lacked in language skills he made up in speed and we got to my hotel quickly. I was tired but worked out anyway and walked around Stuttgart for a little while. It is cold, but not too cold to be comfortable so I will probably walk again tomorrow. I went to dinner at the hotel restaurant. The waiters were pleasant and the meal I had was very good. I plan to try to go to sleep soon. But I will call home before I try.

1/22/07**10:50 AM German Time (4:50 AM EST)**

I got up at 5:15 AM local time, exercised and walked outside. It was chilly, but I was well dressed. I was listening to Jean Shepherd on my iPod and walked around the building. The show I was listening to broadcast in the early 1960s – seemingly a different world, but what he says is still so relevant today.

I checked out of the hotel – a very nice place, but my ride to Solec-tron had gotten bogged down in traffic so one of the hotel employees drove me over.

The people at Solec-tron were wonderful, open to new ideas, happy to hear about our new products, and interested in the information I had about the customers we shared. They seemed ready to do more business, but a plant in Eastern Europe would help to accelerate the process. I got the message that we were going to have to move up our plans for another location, but I wanted them to know that there was a chance that could get more business if we did. I know not to expect any commitments and I would not believe them if they were offered. All I want is the chance to get more. My ride to the airport was on time and the driver was a young man who spoke English well and enjoyed telling me about his visit to the United States and Canada. We got to the airport with a chance at an earlier flight, but it had been cancelled. My trip to Munich was on time to board at 1:00 PM I am going via Lufthansa and their check-in system is excellent. I bought some food and I will be here for about two more hours. I was trying to figure out a way to be able to set up a driver for Munich, but the opportunity does not seem to be presenting itself. Since I am staying in Germany, I won't have to go through customs or immigration, which should help speed up getting to the customer. I have no idea how long it will take to get to my hotel tonight so it could be a long day.

1/22/07

2:29 PM German Time (7:29 AM EST)

We are in flight to Munich. When we got on the plane, we were about to walk up the steps and an elderly woman behind me had a heavy looking piece of luggage. I asked if she needed help and she gratefully accepted. As it turned out, she was sitting next to me and she did not want to put her luggage in the baggage compartment. This meant there was no room for her legs and hence no room for her. I told her to stay where she was, take my seat and I would try to find another one. Spotting one further up the plane I sat down and relaxed as I saw the cabin door being shut, meaning no one would be sitting there. However, I had ended up taking a seat in the business class section. The flight attendant came up to me to tell me this in German and when I did not understand, she said it again in English. I explained what had happened and immediately started to get up to go back to my rightful place, but she smiled at me and said I could stay. She was very nice and I now have enough room to work.

A funny thing happened when I was back in the waiting area. I asked the cashier for a bottle of water in English, which I don't think she understood. She answered in German and I responded to her in Spanish. I have no idea where that came from.

This plane has propellers, which are very loud. Happily though, I have the noise reducing earphones with me and I am very comfortable.

As soon as we land I will get my suitcase and then try and find a cab driver who speaks enough English so I can get to my next call and hopefully back with plenty of time for my next flight.

1/22/07

10:53 PM EST - Munich Airport

You never know what type of taxi driver you are going to get. It is fate, the luck of the draw or whatever you want to call it.

As I walked out of the airport, I asked the first open taxi driver if he spoke English. He said no, but it did not seem to matter. He read the address I gave him. I tried to make him understand that he had to wait for me and then drive me back. I was hopeful we were communicating well enough and off we went. I believe that roads outside Munich are the same as outside Stuttgart which means that there are no speed laws. It took about forty-five minutes to get to Motorola. We got lost at least once that I know of, but the driver was obviously trying hard so I was not upset. Once at Motorola, we spoke about labels and also the new filler panel prototypes that we were making. They had already been buying labels and now wanted to buy insulators. They were very interested in our filler panels. We will send them the prototypes to test with the potential of ordering many thousands per year once testing is complete. The call this morning to Solelectron was

productive, a lot of fun and it was good to meet people who we had only known through email.

I got back in the cab and off we went. I thought we were moving a bit too fast and looked at the speedometer, which read 195km an hour. I purposely did not find out what it was in miles per hour because I knew it was really fast. But we made it back in one piece, in fact, early enough where I was able to catch an earlier flight, which means I might be at my hotel before 9:00 tonight.

1/23/07

10:25 AM *Netherlands Time* (4:26 AM EST)

The last time I was in The Netherlands I stayed in Amsterdam. It was an interesting experience, but one which was not destined to be repeated last night. I immediately went to Huizen via a cab with a nice driver, who I thought came from London but was a native Dutchman. I did not insult him with the mistake. It was that his language was so good that I made an assumption that he took as a compliment. I got to the hotel at about 8:30 and had a fantastic dinner with the food I had bought at the airport. It has been my experience to always try to bring food with me wherever I go so that you are not left to the mercy of where you are going (typical obsessive-compulsive behavior by me.)

The hotel is beautiful and there is a dock in the back where the boats were lined up like horses in stalls ready for a journey when the mood strikes their owners.

I tried to rest last night but was having some trouble. Perhaps it was a little jet lag, perhaps I should have walked some more last night. But eventually I did fall sleep and the alarm at 4:30 AM arrived way too soon. I exercised and went out to walk, but it was so cold I had to do it in shifts while walking back inside the hotel to stay warm. While getting near the entrance to the resort I saw a fox. He looked at me and I looked at him. He decided to leave and I felt sorry that had disturbed him. I told the people in the hotel about him and he had become a regular visitor over the last few days. I am always amazed at the world I get a glimpse of very early in the morning that few others get to see. I was listening to Jean Shepherd who is singing a song called "Margie." The strange thing was that it was the same song my dad used to sing when we would drive up to the Adirondack Mountains in upstate New York when I was a little kid. The New York Thruway had not been built and it used to take ten or fifteen hours to get there. There were the five of us plus a lot of clothes and supplies and it was crowded. My dad would bring his ukulele and sing songs including "Margie." The place where we went was in a logging camp, a group of houses that were rented out for parts of the year. It was a magical place and for two weeks out of the summer, it was like going away from the world. The sky at night was so clear that there did not seem to be enough room for the stars and even

though it was summer, it was cool during the day and cold at night. The pine forests gave out an amazing fragrance that combined with the wood smoke from our fireplace, which created a memory that is never far away. Those trips were part of the highlights of my youth with our family together having a great time.

Back in the room, I had some oatmeal and went downstairs to wait for Jeroen who was on time, as usual.

Seeing Jeroen was a joy. We had fun catching up on what we had both been doing since the last time we met. Emails are good, but there is nothing like seeing someone face to face. After eating breakfast again (twice is normal for me), we went to Thales Corporation, a defense manufacturer. We had submitted prototypes there a few months ago but there had been problems getting them tested. Sometimes you have to go in yourself, which was one of the reasons for which I came to The Netherlands. The people at Thales were very pleasant, but not used to a crazy, pushy American who was determined to get his parts checked. They agreed to do what was needed to see if our ideas for them had any merit. If they do have value, we could go to the next stage and potentially save money and make them look really good. After all, that is what selling is all about: finding out what your customers need, satisfying that need and then having the chance of getting what you want. We left Thales and are now gratefully traveling at normal speeds to Belgium. We have a one o'clock meeting and should be there in time to have lunch first. I like having meals at local places when traveling because it really gives you a taste of the culture. It is my version of going to a museum, but a lot more interesting. Again one of the reasons no one in my family wants to travel with me.

Titan, our new employee at IJX has been setting up a marketing plan for the game Ideal Challenge and seems to be making progress. If the game was distributed throughout Asia, it would be fun. I will keep dreaming.

1/23/07

3:35 AM Belgium Time (9:36 AM EST)

With the aid of Jeroen's very capable driving in Belgium, we arrived in Antwerp with time to spare, so he parked in a space that I would never have dreamed of even attempting to utilize and off we went to find a restaurant. While much of Europe looks to me like the United States, Antwerp has a definite European, old feel to it and the buildings and general landscape were fascinating. Jeroen picked a good restaurant and we had a friendly conversation over sandwiches. After lunch we located Alcatel-Lucent, which was under construction and Jeroen and I ended up meeting with four of their people. They had an interest in our labels and the services we can provide, but were also interested in our panel ability. They brought up some projects

and I gave them some engineering change suggestions utilizing our systems that they seemed okay with as long as the price was less than what they were currently paying. In an environment like this where cost cutting is such an important factor, our coming in with a less expensive system for panels is perfect timing. People will at least listen, which is a very good thing and could turn into business as long as our designs function. Jeroen will help with the engineering and since he is local, can be our liaison where needed. We may have more plans for him in the future.

After the meeting, I left Jeroen, hopped in a taxi and was in Brussels within thirty minutes. I am now sitting in the BMI Airline lounge and will be leaving soon to go to my gate. I brought chocolate for our staff, which may or may not make it through security and I will try to find stuff for Wendy and the kids. I am now getting tired and plan to sleep during most of the plane ride to London.

1/23/07

4:42 PM Belgium time (10:42 AM EST) - Brussels Airport

We are delayed by only fifteen minutes, which is no problem. I have to get to Heathrow and change terminals. It can't be done in five minutes, but so far I am okay.

I decided to email Jeroen and his partner Jan-Willem to see if he would be interested in joining our new venture in Europe. It could take a few years or it could be much sooner if the business potential plays out here.

1/23/07

4:53 PM EST - In flight

We are now moving off the coast of Ireland at a ground speed of 573 miles per hour and an altitude of 34,000 feet with less than six hours to go.

No word from Jeroen before I left. I guess it was quite a bomb to drop on him with no warning. After all, I never mentioned the possibility of all of us working together. He is a careful man and will probably send a carefully worded reply tomorrow.

It is hard to believe things have come so far so quickly since I left home, but that's the way of the road, opportunities knock quickly, flourish or die. It is rare that the same opportunity will present itself twice. Dinner is being served soon. I will edit until I start falling asleep and then watch a movie. Not a bad way to spend an evening.

1/23/07

8:00 PM EST - In Flight

As you can tell from this entry I am not sleeping. We have about four hours to go and I am not tired. This was not in my game plan. I was hoping to get at least three hours of sleep on this flight and another

three when I get home tonight. Oh well, I will edit for a while and see if that does it. I have cookies in my bag. Maybe that is what is keeping me awake: the fact that they are there, just waiting for me – but not now, maybe later. Most of the movies and music on the plane system are not interesting to me at the moment so I am listening to my iPod, programmed by my fantastic daughter. I have only been away since Saturday and I already miss them a lot. Still it is only a few days and I am going to do the same thing next month. If we put the new plant into Europe, I could be back here a lot. This is probably an okay thing, especially since it is a better place to meet Ben instead of going all the way to Asia. Who would have thought a few short years ago I would be traveling like this and actually liking most of it.

1/23/07

10:27 PM EST - In Flight

I got about two and half hours of sleep. I am in good shape.

We should be landing before 11:00 PM and then it is homeward bound to my family. Tennis tomorrow morning – things are good.

1/25/07

9:27 PM EST - Home, NJ

We have started to make arrangements to have people like Sue Jensen (one of our local designers) in Belgium and China. If it works and we can embed them, then it should make it much easier to keep and get new business. Ben is working from his side and I have emailed Daniela (a former Lucent employee) to see if she would be interested. Mike finally made it to Hong Kong after a horrible start and twelve-hour delay. I sent a proposal to Lencon in regards to being sales agents for us. Let us see if they go for it. We received the first prototypes for the filler panel and they are awesome. I am very excited – more work on them tomorrow.

We are making progress on the other panels. It will be an interesting ride. I am very tired and will try to go to sleep soon. Amazing how our people seem to be working around the clock now. Now we have plans to have facilities in Europe, India, possibly Malaysia and Mexico. My kids are worried that we will end up with nothing. They are smart – I will listen to their concerns.

1/28/07

9:57 PM EST - Home, NJ

It is snowing outside. I may need to shovel before I leave for work.

1/30/07

10:05 PM EST - Home, NJ

I emailed Jeroen today. Jan-Willem got stuck at the airport – they

plan to respond to the proposal to work together tomorrow.

1/31/07

9:48 PM EST - Home, NJ

It snowed last night a little and I shoveled and swept the driveway and front and back walks this morning before work. It was cold, but beautiful, quiet and peaceful and I enjoyed it. Yesterday I did something quite stupid – I was angry and let it out in tennis. While letting it out was good, I think I really hurt both my right hip and ankle, which has been bothering me all day. Give up control and you get hurt. I ran out of my medication that has a dual-use, which is to help prevent prostate cancer and keep my hair from falling out. The pharmacy ran out of the pills and I got some higher strength ones from my doctor. I tried breaking them into pieces, but may have screwed myself up since I broke into a rash yesterday and again today. I think I will wait for the real pills to arrive and take my chances with the delay.

We heard from Lencon – they liked the plan and had a few modifications. I revised the agreement and sent it out. If everyone agrees, we will begin immediately by trying to get Jeroen as our representative into A-L Belgium once or twice per month. If it works, it should help get us the business – if not, we did not have the sales anyway and have little to lose.

I went to A-L in Whippany and dropped off panels for testing. We will give them more panels so they can test simultaneously in two places and hopefully move it faster. There are two other panel types to get started. We should have files next week, but I want some assurance from purchasing that they will buy, then before we make molds.

We have to get into Europe quickly. My trip is developing for the end of next month starting in France, Nuremberg and hopefully ending in Brussels. I should know this week.

Wendy leaves for Arizona tomorrow with her sister and niece on a buying trip for their jewelry business. I hope that they have a great time. Alex is fine – he has a car. Kayla and I are working out a carpooling schedule.

The month ended. Sales are good, but not as good as last year. I find myself looking forward to the summer, going up to the Berkshires to our house, being with Wendy, riding my bike and relaxing. I heard from Ben in China regarding teaching at the universities – it sounds like I will be in large lecture halls. I have two presentations for two days in a row, all about an hour long. I do not think that there will be much left of me afterwards, but it sounds exciting and I look forward to it.

I just checked, no email from Ben. I turned off my Blackberry. Wendy and Kayla should be home soon from Kayla's swim meet. I will wait to say goodnight, then try to go to sleep.

FEBRUARY

2/1/07

7:57 PM EST - Home, NJ

We closed the marketing/design agreement with Lencon. More snow is predicted for tomorrow, possibly followed by rain. Here at home things are fine. We have a routine when Wendy is away. Alex and Kayla tell me what they need, I do it if possible and we all try to get along.

I played tennis today and my sore ankle and hip held up well. I am extremely fortunate to have the body that I do as well as the mind and spirit. I try to never take anything for granted and to always be thankful for the chance to follow my dreams.

Time for my bath - it's a fun part of my day to relax, read and turn off my mind.

2/3/07

11:51 PM EST - Home, NJ

I did tonight what I rarely do: go to New York City without my wife. Wendy is at the gem show in Arizona until tomorrow and by the sound of her phone calls, she is having a great time. I miss her - I especially missed her tonight when I went into the city for Alice's 60th surprise birthday party. I got there early and ended up waiting at the bar for a little while. They were very nice at the restaurant and I felt a little out of place, not only because it was New York City, where I failed thirty years ago to land a job in broadcasting after getting out of college, but also since I have always felt uneasy here. Maybe it is an inferiority complex from being from New Jersey, the suburbs, or just the feeling that I can't compete with the best that New York has to throw into the competitive ring. After I ordered my half cranberry juice and half water - a full strength drink to me - I looked around and realized that as usual, I was alone in this non-alcoholic endeavor. Happily I do not feel this way in other cities, especially in Asia where you are judged solely on your ability to make money and be successful. Knowing which wine to drink doesn't seem to count there. I like their system of evaluation better. Regardless, the bartender was extremely pleasant and even gave me my drink for free. I had met most of Alice's family and friends before and they are all very intelligent, nice, good

people so we had a great time. When Alice came in she was surprised and thoroughly enjoyed the party. I left right after the main course and got back home a little after 10:00 PM I had made it into the big city and even enjoyed myself. I am very glad I went because I would do almost anything for Alice and I am glad her party was a success.

It is supposed to be very cold tomorrow so I will not be riding my bike, but instead will play tennis, walk and then take Kayla on errands in the afternoon. In a few months she will get her driving permit. Tomorrow night is the Super Bowl – the twenty-third anniversary of Wendy's and my first date. It's amazing that it has been that many years.

2/4/07

1:15 PM EST

It is very cold in New Jersey with a wind chill nearing zero degrees. I have started working on my presentations for the university students in China. I am also working on the OSHA presentation for Nebraska. They have some similarities but they are different enough that I think I will have to practice them separately. The label business for the name change to Alcatel-Lucent is increasing. I will push this week to try to get into Alcatel-Lucent Belgium. We also plan on finishing the drawings for the Advanced TCA front and rear panels – possibly two sets – and then go to molds. The release of those should also be a big deal.

2/5/07

9:52 PM EST

I am still searching for the person in charge of Alcatel-Lucent panels in Europe, which are both a lot of fun and a lot of stress. I like it.

2/6/07

9:50 PM EST - Home, NJ

184 pounds.

That is what I weighed tonight. I weigh myself a few times a week at night because it is the worst time to do it. My goal is 184 pounds. At that weight I can mostly eat what I want when I want – any higher than that and the paranoia kicks in and I have to watch myself.

Four alarm clocks – not three, not two. I have to check them every night to make sure they haven't been touched, although I don't know why someone would go near them. Except for the weekends, the settings don't change, but I have to check them anyway in order to be able to go to sleep.

On my night table is my CD/cassette player, remote control, pills, antacid tablets (which have become a constant companion), lip balm, hand cream, a glow pen (so I can see while make notes), pens and pa-

per, and a battery powered light just in case. Tonight I have a CD cover acting as a coaster for my glass of water. There is a box of tissues under my bed, which I bring out at night. I usually have a spare box in the corner ready to go.

I normally sleep in sweatpants, a t-shirt, a long-sleeve t-shirt and socks – that way I am set anywhere in the world to go to sleep in the same clothes and still be okay. I got into the habit camping for a few days and not being able to rest because I was not in my usual surroundings.

I sleep with music at night so small sounds, especially recurring ones, do not bother me. Otherwise, obsessive-compulsive disorder will kick in and I will become agitated. When I try to go to sleep, I usually limit myself to about 6 hours per night on the weeknights so that sleep deprivation enables me to go to sleep quickly. If I am not asleep within ten minutes, I often have problems, especially when the realization that I am not sleeping kicks in and I get upset. I can get along reasonably well with little sleep, but after two days it becomes a problem.

I like sleeping in the cold rather than the warm. Sometimes I pretend that I am back in my school days. There is a winter storm and it is snowing. I can pretend to hear the sound of the wind hitting the top of the house and wonder if there will be school in the morning. I also realize that I will be shoveling, which often meant money to me then, but now means getting exercise before going to the office.

I just heard my Blackberry go off; it is probably Ben from China. He is usually the last person with whom I communicate at night and the first in the morning. I live a highly regulated, structured life whenever possible because it is efficient, calming and allows me to focus on more important matters instead of less critical ones like what clothes to wear.

2/7/07

10:02 PM EST - Home, NJ

I had lunch with John Rudder. He thinks our path is good. It has been very cold with a wind chill about zero. It is supposed to get warmer as the week progresses. Response to the new product line has been good.

2/10/07

10:46 PM EST - Home, NJ

My body is showing the exposure to this long period of stress – I hope it is nothing permanent.

I started to gather the drawings for other parts for Alcatel-Lucent. I have the list and the project quantities. We will work on the prices – hopefully we can get targets and then see what we can do.

2/12/07

9:56 PM EST - Home, NJ

I may have come up with a new way to handle the custom-made screws for our telecom panels. If it works, we may be able to significantly reduce the price.

I am now speaking in Lincoln, NE in April. There is a lot of travel coming my way.

I have a cold.

2/13/07

10:08 PM EST - Home, NJ

There is a winter storm happening, but I think it will not be too bad. I will clean the driveway before work. If it takes too long or the roads are too bad, then I will cancel tennis.

I hope that I get to Florida on Thursday – I long for a few days in the sun.

2/15/07

11:19 AM EST - Newark Liberty International Airport

I am on my way to Florida. Actually, I am in the airport waiting in the Continental Airlines lounge for my delayed flight, but it doesn't look too bad especially after yesterday's long delays from the storm. I am looking forward to seeing my in laws, palm trees, drinking full strength ice tea and swimming in the pool. The weather should be in the 60s and 70s and looks good. Being in an airport in the winter going to Florida reminds me of when I was a little kid and we used to go down as a family to see my grandparents. It was always a big event and I always liked it down there as I still do. There is something about the feel of the air, the smell of the plants and trees that seems to signify vacation and relaxation. I am going solo and am therefore only taking care of myself. It gives me the maximum amount of options with the minimum amount of concern. I always feel a little guilty when going on vacation – I miss the idea of not being in the "action" of the office, even though we are in touch constantly. I fear that people think I am going "soft" if I take some time off (even a day or two), which is insane, but that is who I am. The obsessive-compulsive nature that drives me towards success has another side that includes high anxiety and varied rituals. These include constant checking and the need for continuous daily bouts of exercise to keep my mind in check, my body working well, my fear of gaining weight under control and my energy level maintained.

I will probably need to go back to Europe at least once every two months for the next year, if nothing else to settle in with our design partners Lencon Patents.

My goals include having our design people stationed at Alcatel-Lucent facilities in Europe and Asia in addition to the United States, which is already in place. I also want facilities in Eastern Europe, possibly India and I want all this accomplished within the next four years. I have my lunch with me and have about two hours before I need to be at the gate. Maybe I will watch a movie or edit for a while – that is always something that needs to be done.

2/15/07

3:27 PM EST - *In Flight to Palm Beach*

As it turned out, I did not edit or watch a movie, but instead wrote the February newsletter and then created an outline for my two talks at the universities in China in March. Originally I was planning to speak about how Chinese students could get better jobs and start their own companies. It turns out that was not what they wanted to hear. They want to hear about the differences in cultures between the U.S. and China and how they could adapt to working within ours. The students involved will be fluent in English and are anxious to try to figure out how to differentiate themselves from the other hundreds of thousands of graduates that come out of China every year who do not have enough jobs. They are looking for any edge possible in order to gain employment by a U.S. or other foreign company. They see this as a huge step towards more rapid advancement and success, rather than working for the companies in their own country.

They want to know how we think, how they can understand and work with us. In many cases, I am also sure that they will want to go past us, but that is just the nature of people and I have no problem with that. Personal advancement through legitimate work and effort has always been a positive thing in my eyes no matter what country you come from. So I will help them and in the process, I am sure that I will learn a lot myself. Here is the initial outline, I am curious as to how they will react to it.

The topic they gave me was: How do you successfully work and deal with culture shock in a multinational company?

Discuss what it is like for Americans dealing with the Chinese in our situation

- A. Have customers in China
- B. In preparation for Joint Ventures, Read books
- C. First encounter with two men who were to become my partners
- D. Constructing a printing plant in China
- E. Producing a new product line in China
- F. Overall the first 2 years
- G. Dealing with people in the United States when having a plant in China

Discuss what it is like for Americans when dealing with the Chinese in general.

- A. Preconceived ideas of the Chinese
- B. Preconceived ideas Americans have of themselves
- C. Biases and prejudices they have towards the Chinese
- D. Why they are scared of the Chinese
- E. How they want to deal with the Chinese

What Chinese think about

- A. The world in general
- B. Americans in particular
- C. Their place in the world
- D. How they think Americans view them

Dealing with Americans

- A. Working for them
- B. Working with them
- C. Selling them products and services
- D. Buying their products and services
- E. Getting along
- F. Trusting each other
- G. How they think
- H. How they act
- I. Can you trust them
- J. Can they trust you
- K. How long is long term
- L. Can you like them
- M. Can you respect them
- N. Can they treat you in the way you would like
- O. Do you need to change
- P. Do they need to change
- Q. Can either of us change

It often takes time to understand the questions. In time, it will become clear.

I am also speaking at two Health and Safety Conferences in Nebraska and here the agenda is established. They usually revolve around why high levels of health and safety within a company will lead to reductions in insurance rates. I tend to take the international perspective of what will enable U.S. companies to survive and thrive in the global marketplace. For me, the answer is to excel in the efficiency levels of a company's quality, environmental, health and safety systems. It is only by maximizing those areas will they have a chance at maximizing profits. The last time I spoke, it was a lot of fun and I like engaging people,

having them laugh and get involved. I hope I can do the same with the speeches coming up. I am a little concerned about the ones in China. The students understand English, but I tend to speak quickly and I will have to make a big effort to slow down. I also generally speak without notes and I am hoping that jet lag and lack of sleep will not affect my performance.

I am listening to my son Ben's music, which is always an enjoyable experience. He has such an easygoing, pleasant musical style, just like him. He called me today to chat, which unfortunately, I could not do for long. He is coming home in April for my niece's wedding and hopefully we can go biking at least once. He has an internship at a recoding studio in Cleveland and they might be interested in hiring him when he graduates next year. It would be great if he could get a job right out of college in his chosen field. I am proud of him for so much already.

2/16/07

3:19 PM EST - Florida

I woke up late this morning to a call from my lovely wife wishing me a Happy Birthday. I am 51 years old today. My in-laws are fantastic. My mother-in-law booked me a tennis lesson at the club facility and after a hearty breakfast, I drove down to the courts. It is Florida and is normally very warm, but there is a cold spell (it is in the mid-50s) and I did not bring a sweater. Knowing I was going to be sweating a lot, I had no fear of the chill. I had first met Hans the tennis pro a few years before and knew I was in for a tough workout. Happily he is well and we began to play. I normally like to hit the ball very hard, but on the clay-like surface with a strong headwind, my shots had little power. After about thirty minutes, I gave up trying to kill the ball and went to a spin/slice game, which I had learned from playing table tennis as a child. It made you focus on accuracy as opposed to speed and I revert to that game when I am either tired or have no chance to win any other way. It takes more mental toughness to play this way with more concentration, but sometimes it is the only path. Knowing that Hans can put the ball any place he wants at any time meant I had no chance and therefore had no commitment to the game itself. I was content to just hit the ball, get a lot of good exercise and have fun, just like when I play with the guys at home.

By the time we finished, I was extremely tired and when I got back to my in-laws I had a big lunch and then we were off to the movies. It was a romantic comedy, which was highly entertaining and I enjoyed the popcorn. As the movie started I thought to myself what a great time I was having, my Blackberry was off, a good movie was coming and I was drinking diet soda in the afternoon.

Things at the office were fine. They do not need me there most

of the time, which is why I can travel as much as I do. I check in often (maybe more than they like), but it is my way of staying on top of things even while on vacation.

I had an email from Jeroen this morning. He went to Belgium on Monday and I tried to give him some assurance that I had faith in his abilities to sell and I thought he had real promise in that area. We will try to help him as much as possible.

I emailed Ben who is at a relative's house in Malaysia. He is having a great time with his extended family and we both marveled at the benefits of technology where we could communicate with each other almost simultaneously around the world. Maybe people view it as an intrusion, but we look at it as the only way that a company our size could achieve the potential we have with the manpower we possess. Our willingness to stretch the hours in the day enables us to move at a speed most companies could never match. Our team is hungry for more success and we hope to expand even more soon.

I will go for a walk. One of the ponds near the golf course had an alligator in it years ago – at least I think it was an alligator – and I want to see if he is still there. Actually I have no idea if it is a he or a she and I have no urge to get close enough to find out, but they are cool to look at.

I am not feeling crazed at not being home yet, even though it is my birthday, which means I did indeed need a few days away. This is a great place to recharge my batteries and tonight we are going out for dinner and then I have no idea what else, maybe watch television and relax. Bunny did get me a package of brownies (small chocolate cakes) for my birthday and I may say to heck with my diet and attack them later. They are frozen, which to me is the best way to eat them. I am thinking too much about food, perhaps it is best if I take that walk now.

2/17/07

10:03 PM EST

After starting off with a great breakfast of granola, cereal and fruit, I edited for a while and then Bunny and I went to play tennis with two of her friends. Today's weather was the opposite of yesterday. Although just as cool, it was crystal clear, almost like New England on an autumn day – except there were palm trees. Before her friends came, I noticed four men playing near us. They must have all been in their late seventies or early eighties. I hope I can still play when I am their age. We played tennis for about 90 minutes and had a grand time. About an hour after we started the four men next to us finished and I heard them talking. It seemed that they were all on the club tennis team and were getting ready for a match this week. It is amazing to see their age and knowing they still competing. My admiration for them has only increased.

Then it was off to lunch and then back to the apartment for more editing. Even though it was very cool out (about 60 degrees), I was determined to swim and I actually made it into the heated pool for a few minutes but the water was not that warm. I got cold quickly and moved back inside. More editing followed. Bunny returned from shopping and off we went to try to find someone with an Internet connection and printer so I could print my boarding pass for tomorrow's flight. I remembered that the head of the condo complex was nearby and figured that he might have the necessary computer equipment and I was right. Happily they were friends of my in-laws, which made things a lot easier when I knocked on their door and asked if I could utilize their Internet access. They were wonderful and I had my boarding passes a short time later. Then I edited some more – I am getting very tired of doing it, and it was time for my tennis lesson with David at 5:00 PM. It was the end of the day and I was reasonably tired already but I figured I was working out for tomorrow when I would not have time. It was a lot of fun – the scene was magnificent with the court centered inside palm and coconut trees and the sun going down as we were playing. I was getting really tired, thought that we had been out for a while and later learned that he gave me an extra fifteen minutes. By the end of the lesson, I was really sore. I made it back to the apartment, changed, and we went out for dinner. Right after the lesson, I reached a level of physical tiredness that bordered on nirvana. It almost feels like an electric current is humming through my body and the combination of peace, exhaustion and soreness is something I long for. It means my mind has shut down, I don't have to do anything else physically and all I have to concentrate on is dinner and being good company for Bunny and Jeff. Then it was back to the apartment where I had a dessert of fruit and brownies. I was ready for sleep.

2/18/07

9:37 AM EST - West Palm Beach Airport

I am waiting for my flight back home. If all goes well, Kayla's flight and mine should arrive at about the same time. After last night's extremely heavy workout, I took it easy on myself this morning with light exercise and then I went for a walk in the rain along the nearby golf course. I am okay with sitting for a while and when I get home, I may take a walk. I am near a man who was talking on his cell phone to his college daughter's new boyfriend. She wanted to go visit him at his school and the interesting question he asked was whether they had ever met in person or just online. How things have changed to where that question is now relevant. Depending on when we get home Kayla will probably want to go see her boyfriend and knowing how I do almost anything she asks, she will probably get there.

2/18/07

9:51 PM EST - *Home, NJ*

Kayla and I are back. She is out with her boyfriend.
It is good to be home.

2/20/07

9:54 PM EST

I played tennis today. It was fine except I was still sore from playing on the Hard-Tru courts – it is amazing what a difference the surface makes. I went to the new office of my dentist, Dr. Browne. It was one of the calmest and most fun dental experiences that I have ever had. I made up with my eye doctor; he will make sure I do not wait next time I go in.

Business has been good. We still need more cash reserves for April tax time but we are doing fine.

Asia is celebrating the Chinese New Year. Ben is in Malaysia. Nothing much happens there until next week. Vinnie leaves for Nebraska tomorrow for a supplier meeting.

I am going to be part of the carbon imprint township reduction team for Maplewood. I will write the checklist and Dan will help. If it works, we can spread it to other towns. It is nice to do something positive.

2/21/07

9:52 PM EST - *Home, NJ*

I have spent a good part of the last two days working on prospects for the new panel technology. Part of being a salesman is slogging through databases in search of potential sales. Having an incredible product helps immeasurably and although it is not tested yet, selling this line has been a lot easier than some others in the past. Response has been good, but we need to get some parts into the field. I played tennis today. My right wrist was sore so I hit a lot of balls left-handed.

2/22/07

9:48 PM EST - *Home, NJ*

I am preparing for my speeches for China. The problem is that I do not have an approved outline and may never get one before I am actually in front of the students. What can I tell them that will be of help, that will motivate them to go after what is possible? What I say can push them forward or force them back. It is an awesome responsibility and since I am the professional from a foreign land, especially the U.S., what I say will probably carry a lot of weight regardless of whether I am worthy of that respect or not. Therefore, I am thinking, what do they want and need to know about us and our country in general? How can I get them ready so we all gain? How can we set up situations

where we move forward, make more money, increase trust, and create more jobs? We need to better understand each other. We need to know each other more and the only way to do that is to make the time to let it happen. That will be my goal here and at Kean University: appeal to that small group of people who can start and run businesses, increase sales, create jobs, make a true difference in the economic and basic well-being of the world. It is my responsibility to find that group, nurture and help them along to everyone's benefit. That is my job and that is what I plan to do. We are afraid of them and they are afraid of us. We both have reasons for that fear – we for losing what we have and they for not getting the chance to go after what they want. No one will go away – not the Eastern Europeans, Indians or any other group. We as Americans have to deal with the world as a whole because it is coming to our shores. We don't have to lose – we can all win if we use our best assets and combine it with the best the other groups have to offer.

I have a feeling I will end up saying the same thing to the students in China and the business owners in Nebraska. Know your competition, utilize the best of what we have, and try to set up alliances with the people everywhere. Otherwise we will be cut down by the sheer onslaught of the energy wave coming towards us. The people in the US have two major assets: the willingness to take chances and the brains to innovate. The Chinese have the will to work and patience for long-term gains. Put them together and you have a high probability of success. Stake them against each other and you have chaos, inefficiency and much lower possibility for gains.

2/24/07

7:42 PM EST – Newark Liberty International Airport

I cannot believe myself. I had my keys and my pocketknife in my pocket when I left for the airport. The keys are not so bad, they just had to travel with me, but I had to throw away the pocketknife before getting to security. Unbelievable – another pocketknife gone. This is my third or fourth one – you would think I would have learned. I am in the SAS executive lounge. I am flying Air India for the first time and they co-manage here. So far so good – our plane seems to be on time and I have a lot of work to do so I can do that or eat, sleep, listen to music, think, or watch movies. What a great group of options. It was twenty degrees this morning when I got up, which is too cold to ride my bike so I went to the office, answered my email, worked out there, then went for a walk. Our friend Abi had just changed jobs after 29 years. His sweet wife Laura threw him a party for starting a new career. It was a lot of fun with good food and interesting people. I left part way through to pick up Alex on his way home from visiting our son Ben in Cleveland. Alex had fun, but I think two nights of sleeping on a couch was enough. After the party, we relaxed at home. I took another walk.

It is a beautiful day here – it reached about forty-five degrees. Wendy and Kayla went to the movies shortly before I got picked up. I don't like sad farewells, so it was good they left before me. I said good-bye to Alex and our dog Bailey and it was off to the airport. You already read about the pocketknife but not about my dropping my laptop onto the floor. Happily there appears to be no damage because that would be a real problem if I had no computer for a few days on the road. I got an email from Ben in China. He is back from the New Year in Malaysia and seems very happy to be home and working. He mentioned that all of our people returned after the holiday (which is no small accomplishment as many workers in China choose that weekend to leave their jobs). I have been working on my speech for China steadily – it is one of the tougher projects I have undertaken. Trying to figure out what will interest Chinese students is not easy, but I am making headway. The idea of being boring or irrelevant is not pleasant, nor is saying something that mistakenly insults my hosts or causes some type of cultural problem. But I will continue and will probably even write part of it out so I can show it to Ben before proceeding. I just finished the vegetable patties that I had brought on the trip. Still with me are fruit, cookies, a peanut butter and jelly sandwich and a granola bar. I hope that the food on the flight is good. If not, I shouldn't have any trouble making it to Paris with what I have. I miss my family, but I know I should be okay as soon as we get up in the air.

2/24/07

8:36 PM EST - Newark Liberty International Airport

Delayed! The good news is it is only delayed until 10:30 PM and I should have plenty of time to get to the next airport when we land. It's still a pain, but I have had worse. Sometimes they do not delay as long as they say which would also be good. The lounge however is very pleasant so it is not bad waiting. I met a man named Shinto, an Indian who immigrated to the US and started his own software business. He is thirty-three years old and looks like he is doing well. He also seems trustworthy, honest and someone with whom I will try to keep in touch, as we will probably need to open a plant in India within the next five years. I am getting tired – a nap on the plane sounds good.

2/24/07

9:20 PM EST - Newark Liberty International Airport

I am now in the main gate area. There was a power failure in the lounge, so I sat there for a while with the light from my laptop shedding some illumination, but eventually I got up and left. Interesting that almost no one left the lounge; they sat there in the minimal light and talked about what was happening. No panic, no yelling, just a lot of calm people accepting the situation and dealing with it. The mood

however out here is not so peaceful – there are children crying and people seemed very annoyed at the delay. If it is only a 90-minute delay, then it is not too bad and I have plenty of time on the other side. I should be fine. Whatever the technical problem is, I hope they do a good job fixing it.

2/24/07

10:50 PM EST – Newark Liberty International Airport

We are still on the ground. The new departure time is theoretically 11:30, but I am beginning to lose hope. I want the plane to be okay so we will wait. The good news is that I finished the preliminary outline for the two Xiamen talks and I feel really good about them. I will continue to work on it, but I think the bulk of it is done. I will be pulling in parts of other speeches so I hope the reaction in China is similar to that in the U.S. I just spoke with a member of the crew. Apparently one of the engines caught fire on the landing into the airport and they were repairing it. He assured me that it will be okay and if he is willing to go back up than so am I.

2/25/07

12:24 AM EST

Yes, I am still on the ground, surrounded by the very nice Air India Flight crew who are somewhat afraid to be near the passengers right now. Although it's not their fault, passengers can be somewhat unruly after long periods of delay. An Air India employee just came by and we are not sure about the fate of our flight. Are we flying or are we going home – what is happening? They are talking a lot with the man who just came in, looking very stern. I may not be going to Paris. I told a few of the guys that I met about the engine catching fire as the plane was landing. Maybe I shouldn't have. They now seemed worried, but not as concerned about the delay. The employee who came in was in catering – not the person in charge – of course he might know better than anyone else. Theoretically the crew should be on board in about fifteen minutes, but there is no sign of the plane. Still there is some movement – a good sign.

Of course I was worried about what to do with the extra time in Paris. Now I am worried about making my connecting flight on time. Fate is a strange thing. I wonder why I am here right now. I am glad that I ate before. I will try to sleep more on the plane.

2/25/07

Approximately 9:00 AM EST – Newark Liberty International Airport

You will never guess where I still am. Actually I am back again. The flight was cancelled last night at about 1:30 AM and after numerous delays, I finally decided to leave my luggage and try for the 12:00

flight this afternoon. I got a cab home, went on the Internet and re-scheduled my itinerary. With luck, I might still get to in Lannion. After I had a few bad hours of sleep, I took a walk, had a hearty breakfast of salmon and five eggs, fruit and a little bread. Then I got ready and said goodbye to my two kids and dog and left with my wife for the airport. I am already tired and at best I may get a few hours of sleep on the flight. I will stay on NJ time for as long as possible so I can try to be coherent on my calls in Lannion. However, when I got to the airport, no one knew about this flight. Lucky for me I came early and it is giving them some time to prepare so we will hopefully get moving. I have the head of the security detail checking and it looks like I might be in the wrong place. It is kind of cool being in the middle of the security group. The head man is angry that he wasn't told about this flight.

2/25/07

10:27 AM EST - Newark Liberty International Airport

I have no idea what is going on. My feeling is that I am delayed another 5 hours, which means my call to Lannion is in jeopardy. My luggage is stuck on this flight so I am not sure what else I can do except go home, stay there for a while and then try again later. I am starting to get very frustrated. An answer soon would be nice.

2/25/08

Sunday 12:03 PM EST - Newark Liberty International Airport

Yes, I am still here. At least I am in the Continental Airlines Presidents Club until my plane leaves in about 5 hours (theoretically.) I hope it does because there is a snowstorm moving in and the airport may get in some trouble tonight. Apparently Air India made a schedule change and I was not notified. I cannot remember the last time flights have been this bad, but in retrospect, I have been very lucky. I emailed my customer in Lannion twice - first when I thought I would just be late, and then when the only chance I now have is to arrive by train. Hopefully he will see how hard I am trying and it will not cause trouble. In the meantime from the little amount of sleep I got I am exhausted so I am going to listen to Jean Shepherd, take a nap and get my positive outlook back.

2/25/07

Sunday 7:21 PM EST - In Flight

We are making progress!

I think we are due to land at about 7:15 AM French time.

I will work out my details of my flight home for Wednesday. I am not sure what I will do yet. I may double-book to give me some leeway.

His name was Ivan, a man born in France, but a true traveler of the world. I first met him this morning. We both got to the airport early for

our originally scheduled 12:00 PM flight. Then it was pushed forward to 5:00 PM and again to 6:00 PM He opted to go back to New York City for a while and I stayed. We met later in security and began talking. It was then that I found out what a fascinating man he was. He is a consultant for various travel and building industries and spends his days crisscrossing the globe helping clients, checking out properties and advising his customers on the best way to proceed. He is obviously successful, knows four languages and has the Zodiac sign of Aquarius, as do I. We talked for a while – he has extensive knowledge of the governments in Asia, Europe and Africa. He mentioned the chance of taking the train to Lannion when we landed and I think he will help me once we get our bags. If it works out getting to Lannion, fine – if not I have tried my best and will spend the day getting to my hotel tonight and seeing a little of Paris. Maybe Wendy will be right and I will like it. He mentioned I might want to consider Romania and France for our new plant location in a few years. His perspective carries weight and I will consider it.

2/26/07

Paris, France - 9:45 AM (3:45 AM EST)

Happily I met Ivan again on the way out of the plane and he showed me the way to the baggage claim area. Unfortunately, while everyone else's bags came out, mine did not. This is a problem – not insurmountable because I have my passport and credit cards but still a problem. Ivan waited for me while I filled out the lost luggage form and then he took me to the train. It was there that we parted ways, and I invited him to play tennis and come over to my house for dinner the next time he was in our area. We had a nice time together and it would be a pleasure to see him again.

I waited in line for the train ticket, calculating what I would need if my suitcase did not show up at my hotel that night. I had a feeling this might happen and luckily I wore a suit on the plane. Jeroen is meeting me in Nuremberg tomorrow so he will bring samples. It would have been nice to have fresh clothes, but I will deal with what I have and try to buy whatever else I need. I have a pair of sneakers with me so I can walk and I will buy some workout clothes so I can exercise tonight. I will have to buy a Blackberry charger and get a converter for my computer. If my suitcase does not show up, it will at least make going through customs a lot easier on the way back. I really hope it gets to my hotel tonight though.

When I got to check the train schedule, it turned out that I could not get to my customer on time in Lannion. I emailed him, told him my circumstances, sent my apologies, hoped our samples had gotten to him and suggested that we meet again the next time I am in France. I have not heard anything from him yet. I hope he allows us to view

some of his drawings. Our new design will probably save him a lot of money. There is nothing I can do now. I tried to call him and could not get through.

I went to sit down in the main train area to figure out what I was going to do next and realized I had a nose bleed. By this time, I was starting to feel a little sorry for myself and knew I had to take action.

The first thing I needed was a base of operations. I was not scheduled at my hotel until 2:00 PM, but I wanted to go over there so they would be ready for my suitcase if it arrived. Besides, I am sure that they have a restaurant and someone there who can help me with some of the stuff I would need to buy. Since I have no other customers that I can call on today, I am declaring this a writing/editing day and will be content to get my new book ready for press, working on my presentations for China and catching up on some sleep. I have to be at the airport early tomorrow; therefore some rest tonight would be good.

After asking for some help I ended up at a train counter where a nice young man explained I had to take a train to Antony. I found a men's room, which I had to pay to get into (it was clean which made it worth it). I went down to the track and asked some people if I was on the right train. They were all very nice, and I believe I am in the right place.

I just ate my first and only peanut butter and jelly sandwich. All my other supplies are in my suitcase, although this is Paris, so I do not think I will starve.

It is too bad I could not get a high-speed train to Lannion. It would have been an interesting journey.

It is not too cold here, which is good since I only have a summer suit and light sweater – my coat is in my suitcase. We are passing a lot of old buildings and the graffiti seems to be a problem, at least along the train tracks. I wonder what drives someone to spend all that time spray painting a building? I think I will be fine as soon as I get to the hotel.

My USB drive seems to be missing – I wonder if it fell out of my pocket on the plane.

I can probably buy a new one with a charger for my Blackberry in the airport. Then I will go to the hotel. I am glad I am dressed in a suit – it seems to give me instant credibility, makes it easier to talk with people and ask for their help.

2/26/07

9:45 AM Paris Time (4:45 AM EST)

Great news – I made the correct train transfer and should be at Orly Airport in less than ten minutes. The area is looking more prosperous. We are in a different section of Paris. I have the feeling that I am not near downtown. I will see it on Wednesday unless I am feeling very adventurous today.

2/26/07**8:30 PM Paris Time (2:31 PM EST)**

It has been a heck of a day. After I got to the airport I started buying supplies and one of the toughest transportation issues I had was trying to find the shuttle to the Hilton where I am staying. My room was ready early – a better start – and I settled in. There was a mall nearby so I made a list of what I needed to get through the next two days (figuring my suitcase was gone) and went forth. It was a very nice place filled with good restaurants, which made buying dinner a tough choice, but I settled on a group of salads that came with delicious bread. I also bought some workout clothes and am even wearing them without having washed them first – my wife would be so proud. I normally refuse to do that. On the way to the mall I kept falling asleep, but I perked up and even went through a supermarket they had there – one of my favorite things to do in foreign cities.

I got back to the hotel and started exercising. I checked at the main desk and they had an adaptor plug I could borrow. Now I had a chance to recharge my laptop, which meant I could keep it running and not worry about it tomorrow. I was able to connect to the Internet, which meant I could communicate without draining the vital power from my Blackberry. The charger for that is in my lost suitcase, and I could not find one anywhere. The people here have been very nice and making a somewhat difficult time much easier. I took a nap this afternoon and worked more on my speech for China. I am hopeful that when I get up tomorrow it will be a “normal” day where the airlines will work on schedule. I will meet up with Jeroen, we can see our customers and then get back to Paris. I figure that my suitcase will surface in Newark in a week, but I hope to at least get it back. I spoke to Al at the office and they are busy and fine. I just tried to call home but it is in the middle of the afternoon so I am not surprised no one is there. I will probably run out of Blackberry power some time tomorrow. I hope I remember to save enough to call for my ride whenever I get home. I checked the airlines, but the best chance I have is still Air India to get home at a decent hour so I will check their progress tomorrow night.

2/27/07**Orly Airport, Paris - 7:27 AM Paris Time (12:57 AM EST)**

I got about 5 hours of sleep, which should be enough to keep me going. More importantly as I was leaving the hotel this morning, I suddenly got the feeling my luck was coming back. It always pays to be good to everyone and I already have been very fortunate to meet some great people on this trip. One of them was the van driver for the hotel. He has been very nice and even waited to make sure I was in the right terminal this morning. Regardless of the fact that I gave him a tip, he was a gentleman and it was a pleasure to have the brief contact we

did. It is heartwarming to see how many people are willing to help whenever I am in a place where I am not sure what is going on, which, during this trip has been frequently. I am on my way to Nuremberg via Düsseldorf. It is interesting that everyone who has heard about my adventure so far is already saying what great reading it will make in my next book. To be able to turn a potential bad into a very good is a wonderful thing and it is nice to know that in the future, I will look back on this and hopefully smile. It is not that I am having a bad time – in fact, I learned a few things about myself. One of which is that I over-pack. I have used an amazingly small amount of clothes so far – I bought some yesterday, and they were not even washed first, which I never would have done if I had not been forced. In the future I will try to ensure that I have enough chargers in my laptop bag so if this happens again, the number of technical problems will drop to virtually zero. Live and learn as they say. I am not suffering in any way and if I can get my two sales calls in, arrive home at a decent hour and have some good contact time with Jeroen, then this trip will still be a success. Heck, at this point, getting home on Wednesday and being able to smile about it will be enough.

2/27/07

8:53 AM Düsseldorf Time (2:53 AM EST) – In Flight

This flight is run by Berlin Airlines and it's extremely efficient. I went to use the men's room, which is at the front of the plane with a mirror on the door. It is close to the outside of the aircraft and looked as if you would walk outside after passing through the door. The strange thoughts I have – I never liked the idea of skydiving, especially in a suit without a parachute. We should be landing within the next fifteen minutes and then I have some quick shopping to do besides getting my boarding pass. I had cleaned out my laptop bag of cookies, nuts, mints and gum and have to find replacements. Besides I need dental floss.

2/27/07

10:09 AM Düsseldorf Time (4:09 AM EST)

I have about an hour before my plane boards for Nuremberg. No luck thus far finding dental floss. I heard from Jeroen—he should be waiting for me when I land. It is nice that there isn't a customs or passport check between European Common Market countries, which speeds things up a lot.

We Americans are so spoiled: everyone here seems to speak English. Alex's ability with languages should reward him well in the future.

2/27/07

6:18 PM Paris Time - In Flight

My flight to Nuremberg was on time and Jeroen was waiting for me. We did not have a lunch date with the people from Alcatel-Lucent so we struck off for the center of Nuremberg on a mission – lunch, a power adapter and dental floss. By this time my poor Blackberry was thirsty for power and I was turning it off after every use to conserve. Jeroen used to work here so that he knew the town center well. He was able to locate a shop that had the needed power cord and I was back in business. Then it was off to lunch where we could talk business and sample the local fare. We ended up at a restaurant that served fine food and had a lovely waitress who I tipped well. From there we bought some fruit for later. It was time to head out to the meeting. There were five people who both Jeroen and I knew. They were engineers who were well skilled, intelligent and knew their crafts well. We showed them some of our design concepts and they immediately said that while the ROHS-approved components we used were good, there could be some recycling problems. After some spirited discussion, we came up with a solution that will pave the way for a lot of new business. As with everything it may take a little time to get all of the questions and concerns addressed, but I would much rather do that before we start shipping any product. We also had a meeting about recycling labels, which involved a conference call with some employees from Illinois. I joked that I came all the way to Germany to be on the sales call with the people from my own country and everyone laughed. That part of the meeting also went well. Meanwhile, I was able to power up my Blackberry so that is one giant load off of my mind. After that, we made our way back to the airport. The Lufthansa flight was on time and everyone involved was very pleasant.

2/27/08

10:44 PM Paris Time (4:44 PM EST)

Jeroen and I landed in Paris on schedule and walked out to the terminal. As it turned out we entered the wrong line and were suddenly on a flight to Italy. Happily, security stopped us from boarding and we moved onward, a bit embarrassed, but none the worse for wear. I checked my email and got a message that the airline had found my suitcase and would deliver it to the hotel. I was very happy and grateful to Ivan and Alice for coordinating the rescue of my valued possessions. The day has certainly turned much brighter and continued as we passed the Eiffel Tower with its glittering night-lights and then seeing the Arc de Triomphe. Our hotel was suitable and after we registered I went to see if my suitcase was there. There was a red suitcase and I was delighted until I opened it and realized it was not mine. The airline had delivered the wrong one. The range of emotions had gone from high

hopes of potential to the dark reality that my suitcase was still gone. Now no one was even looking for it – worse yet, someone else would not get their luggage. Feeling disgusted, Jeroen and I went to dinner and found a wonderful place near the Arc de Triomphe. We continued our talks about sales, life in general, my plans for the future and I even recited part of my speech for the students in China. We walked back through a light rain, got to the hotel, divided up the fruit that we had bought in Nuremberg. I went to my room after checking that the correct suitcase did not arrive.

Planning my attack for tomorrow after our sales call, I was determined to go to the airport and try (probably in vain) to find out what happened. I can't bring the suitcase back because I cannot be sure it was meant for me in the first place and did not belong to another guest. I will try to go to sleep soon.

2/28/07

7:13 AM Paris Time (1:13 AM EST)

The financial markets plunged last night based on some bad news in China. I do not think at this point it will affect us badly. In fact, it could be very good if people continued to be more cost conscious and want less expensive alternatives like the ones we are offering. One more sales call today and then I start the trek home. I hope it is not terrible. I just want to get there, hopefully when it is still Wednesday.

I will probably be back here soon and the next time, to Eastern Europe as well as The Netherlands. I am meeting Jeroen in about 15 minutes and we will try to walk to the Eiffel Tower. I hope it is not too cold or raining – I don't have a lot of clothes with me. I like Paris – it is beautiful and the people have been great. I will not have a problem coming back. I found my USB drive!

2/28/07

1:55 PM Paris Time (7:56 AM EST) - Paris Airport

The walk was excellent. We went the other direction from last night and headed for the Eiffel Tower. What a site it was: absolutely beautiful along with the surrounding buildings, sculptures and lawns.

We also worked and we went over ideas for making the filler panel recyclable. While getting ready after breakfast, I had one of those light bulb moments on how to convert the design so it is recyclable. After some discussion, Jeroen agreed it would work. Armed with this extremely valuable idea, we went to Alcatel-Lucent and met with their head people. The meeting went very well – we plan to come back in early May after submitting prices for drawings that they would send us. It is exciting to be involved in this new area, especially when cost cutting is such a part of today's marketplace.

2/28/07

10:12 AM EST - *In Flight*

Yes, we are airborne and should arrive at about 5:30 PM in Newark. Unfortunately, I just broke a key on my laptop – the cover came off the letter “N.” I have a feeling this might be a bad omen for this computer but hopefully it can be repaired. Before boarding the airplane, we were searched three times by different members of the crew. That has never happened before – I wonder if something with security is happening. I attempted a mid-flight computer repair. I am not sure if it will work, but so far so good.

2/28/07

3:07 PM EST - *In Flight*

We have about three-and-a-quarter hours to go.

I will be home by 7:00 PM. I am already thinking about dinner even though I just finished my snack of cereal and an apple. I updated my log and I am looking forward to tomorrow. It will be good to be home.

MARCH

3/1/07

9:56 PM EST - Home, NJ

I got home about 7:00 PM last night and got the news there was trouble with one of the guys in the office. After hearing the details I realized I might have to fire someone in the morning. I wanted to center on all the good that happened but the jet lag, general tiredness and worry about the employee took over and I went to sleep with a troubled mind.

I got up this morning dreading what I would have to do and went to the office, exercised, started going through my email, went to play tennis and came back about 8:30. After a lot of discussion I decided to demote the employee instead of firing him. The rest of the day went well and I followed up on the panels being tested at Alcatel-Lucent. This was really important, not just for this large volume of parts but also the whole design. There were some problems in the test results, but not insurmountable and we are hiring a specialist to review the files and make the needed changes. I like having subcontractors I can call for immediate work, pay as needed, but not keep on full time. They like the quick money and everyone is happy. I sent the promised files of parts to the people in Europe and things are moving forward nicely.

Ben Ming and I are working out the details of the trip. I plan to email as many people as possible tomorrow. I am now speaking to three groups of students in China on the Monday we arrive and it will probably be a grueling pace and we keep moving onward from there. Next week I'm in Omaha so I need to work on that speech also. Things will probably be very busy for the next few months. I look forward to some weekends in the Berkshires in the summer.

I had Eileen call Air India to find my suitcase. They called this evening to say it will be delivered tomorrow. I will believe it when I see it.

3/4/07

4:07 PM EST

No suitcase yet.

I have been working on my speech for Omaha and my speeches/classes for China.

I am going to try and marry my course for Kean University with the work for the speech – I hope it works.

Sales for this year are almost even with last year – amazing considering the Asian sales we turned over to IJX and loss of part of a large customer.

3/5/07

10:02 PM EST

I got my suitcase back! Everything seems okay.

Kayla's swim team dinner is tomorrow night. It is cold and snow may be coming. I am due to fly out Wednesday – I hope I make it out.

3/7/08

6:31 AM EST – *Newark Liberty International Airport*

I woke up this morning with the expectation it would begin to lightly snow about 9:00 AM – that forecast was a little late as there already was a light dusting at 5:00 AM and immediately the anxiety began about my ride to the airport, flight delays and getting to Omaha in time for my lunch appointment. As with many things these were out of my hands. As you can tell from the time of my entry I am at the airport in plenty of time for my 8:10 AM flight, which is still supposed to be on time. I am going to Commscope in Omaha with the hope of utilizing our new panel design technology to convert some of their metal parts to our less expensive version. They seem amenable to saving money and new ideas so I am hopeful we can make a positive impact.

In other news we have one potential giant customer who wants us to be able to produce metal assemblies in China and service their contract manufacturer in Thailand. Since we are already a supplier for the CM and have a good relationship, that part is not a problem. However we will have to set up a new supply chain to produce the metal in those types of volumes. Ben already has the outside supplier to stamp the parts and we then plan to assemble all of them in our Xiamen facility, which will also give us control over quality, inventory, shipments and production. It sounds like it could be a great thing especially in conjunction with our new injection molding operation.

This may, however, mean a massive expansion over the next twelve months. That means it will need to be financed which falls into my job description. We still have our loan for the China facility, and I was planning on using the 2006 profits from the IJX to help pay my income taxes

but we may have to keep the money in reserve for expansion.

I was hoping to wipe out the balance of the China loan within 24 months but if expansion is needed then we will just pay the normal monthly payments and let it run its course. It is not my way – I like to pay off debt as quickly as possible. In fact, it is like a contest to see how fast we can do it, and I feel much more comfortable being debt free, but sometimes you have to keep your emotions at bay and do what you think best.

Asian stock markets have been declining. We are not directly affected as I am not invested directly into the stock market and our customers are mostly multinationals. However it looks more likely that within the next four years we may take the company public and if so, it could easily be on an Asian exchange – if so, it will suddenly become very important as to what the market does. The main reason for doing that would be to get the needed capital to expand.

I don't like the thought of having other people (like stockholders) have a voice in our business operations but I would like the use of their capital and maybe draw some of mine out. It is a tough decision and one I don't have to make now. The idea of losing control and answering to other people is not pleasant – there will be a lot of options and feelings to weigh before proceeding on that course.

The last time I checked the weather in Omaha was warmer than here, and it is supposed to warm up for the weekend here so that biking might be a possibility. Hopefully Uncle Dave will be available although I am not sure he will want to ride with me after I yelled at him last week. He is one of the very few people I can share many emotions and feelings with and if he doesn't react the way I want or expect I can get a little annoyed – okay downright angry with him. It is the unfortunate price he has to pay for getting my honesty at a level few others see and I am not sure he is always happy to get the bill for it but he is an exceptionally nice man and I also take it from his side so I guess you can say we are really good friends and are there for each other.

Both being from family business helps us understand a lot of the stresses and emotions that come from that situation. We both handle those strains differently and I freely admit that in some ways he does it better. Then again he is a nicer person than I am. Not being as easygoing and affable as other people gives me a certain amount of leeway in dealing with people. When I am nice people think it is great and when I have to be tough, unbending, autocratic, difficult, pushy, manipulating or other emotions not always considered positive then it is not unexpected. As my father taught me you never want to be totally predictable in any direction. Having the ability to get extremely upset and showing it keeps people from taking you for granted or treating you like a piece of furniture. People know when I am around and not

to push me too far, or the reaction they get will not always be to their advantage and that is a good thing.

I have to go buy a bottle of water before I get to the gate. I am eating oatmeal for breakfast, have a banana and need water to carry with me. I am now at the point where I prefer water to milk for my oatmeal and cereal and even don't mind if it is not hot.

I just heard from my new friend Ivan who I met on the Air India adventure last week in Europe. He congratulated me on getting my suitcase back and mentioned that the adventure of flying can sometimes be enough excitement that you don't have to do anything more to have an adrenaline rush. We both agree however that it is much nicer to be thinking about swimming in the beautiful waters of the South Pacific than where you buy new socks because your luggage is half a continent away.

3/7/07

9:18 AM EST

Delayed. We have been waiting on the tarmac and are now on our way to be de-iced. I am hoping we can still land by 11:30 AM. If so then I can get my rental car, probably get lost once as usual and make it to Commscope by 12:30. I asked Alice to call ahead for me so the customers know what is going on. My time constraints are not that tight today so I am not going nuts – yet.

3/7/07

12:35 PM CST (11:35 EST)

We are running about two hours late and I hope I make it to Commscope by 2:00 PM.

I have been working on my Xiamen University talk and I think most of it is done. I think I will send a copy to Ben the end of the week. I am getting tired of sitting. We have about another hour to go. I have a peanut butter and jelly sandwich in my bag, which I think maybe the bulk of my lunch – I am glad it is there.

This plane has been very warm and I took off my shirt and tie already. I will put it back on again and hope for the best. I might just watch a movie until the end of the trip or take a nap – a nice choice either way.

3/7/08

9:35 PM Omaha Time (10:35 PM EST) – My Hotel Room

By the time I got my rental car and got to Commscope it was about 2:05 PM. I immediately started meetings with various buyers and engineers and the message was loud and very clear. They wanted to cut prices and they did not care how we did it. We can use the China facility, subcontract to Chinese suppliers or anything else as long as the quality level remained high. They said that they would listen to any

suggestions we had. With that in mind I am now working on four new potential projects and also had to agree to a reduction in all label pricing, but that was going to happen no matter what I did. The best scenario for us is to reduce the labels enough so they are happy and we can move into the other areas and dramatically increase our volume. As they say, "it works for me."

It is the same story with almost all of our customers: cut costs any way possible, keep the quality levels high and innovate to utilize new ideas and technology to enable further discounts later on. It is not an environment for the weak or non-thinker. If you don't use your brain and are willing to take big chances then the odds are good you won't stay in the game. One person I met with today is extremely knowledgeable about injection molding – in fact his overall knowledge is much broader than mine so it gave me a chance to learn a lot in a short period of time. One thing he did confirm was that our marketing strategy for not charging for molds for short-running parts was indeed highly unusual if not unique and a good path for us to be taking, at least until we are sure that it is profitable as I think it will be.

I checked the office and it was a bit crazy today. The only problem (and it is not really a problem) is that sales are good, which means cash becomes tighter which is a little tough around this time when I am trying to save money to pay my taxes. The profits from IJX are probably going to stay in China to be used for prototypes and expansion. That means we will need our credit line come April 10th. I have no urge for more debt but I will not stop moving ahead and choking us with a cash flow problem. I am very tired and will try and go to sleep.

3/8/07

11:49 AM Omaha time (12:49 PM EST) – Omaha Airport

I got up this morning and decided to practice my speech one more time, which I did while I worked out. I got to the OSHA location with plenty of time and my talk went well. I think almost everyone enjoyed it except the one guy with the heavy beard near the front that seemed like he did not want to be there at all. I am now back at the airport. We hopefully board in about forty-five minutes. I have a lot of work to do and should be home for dinner.

3/12/07

8:46 PM DST – Home, NJ

Weight: 184 lbs.

Daylight savings time started early this year and as per usual I had trouble falling asleep the first Sunday, which was last night. It seems like spring has suddenly come to New Jersey—at least the first hints—and it should hit sixty degrees this week.

THE IDEAL ENTREPRENEUR

I am preparing for our trip to China starting very early Friday AM and have already bought the provisions for Vinnie and I. I am also busily getting ready for my two speaking engagements in Xiamen and ordered two Rockwell framed prints as presents to the two professors who have invited me to speak. We are taping the sessions so if they turn out okay we might make a DVD as to how (in my opinion) to heal the clash of cultures between Asia and the U.S.

Alex got into American University today. Happily, some of the pressure is off. He has many more colleges to hear from but if he ended up there it would not be a bad thing.

Business is actually ahead of last year, which is incredible. I like moving forward. I had to stop Jeroen today from being too aggressive with a potential customer. I told him he was getting like me and he was supposed to be the semi-laidback one. I think he took it as a complement as he should. He has real potential in sales.

3/13/07

9:54 PM – Home, NJ

Preparations for the trip continue. I should be ready by Thursday night. I will try and confirm the tickets but I am not sure that will be possible. The trip is now so booked that all I have to do is sit in the car, be driven to the calls, make the calls and go back to the car. It is the best of all selling worlds: no worries except the actual sale. Ben is as careful as I am in preparation so once we get going it is up to luck, chance and our preparation as to how things go.

We got word that the Ideal Challenge games have arrived in the U.S. – they should be to us within a week and then we can start distribution. With luck my book in Chinese will be out in their markets next week. I am excited about being able to see it in the bookstores. Gary was in today. No surprises regarding my taxes. We will plan on leaving a lot of money in IJX for the anticipated need for expansion.

We have a meeting tomorrow for final changes on the Filler Panel—I hope we can get going. The ATCA parts should be ready for mass distribution in about 45 days and that will mean a whole new round of selling. I am focused and know what we need to do. I have been training my whole life for a chance like this and I do not plan on failing due to lack of effort.

3/14/07

9:48 PM DST – Home, NJ

I went on the EVA Air website and the good news is that Vinnie and I have seats. The not-so-good news is we are not sitting together on at least one long flight and I don't know about the other. Perhaps fate has intervened and one of us was meant to meet someone on the flight. We had the Filler Panel meeting at A-L today. They had a bunch of ad-

ditional requirements that we did not think seemed fair since we were already reducing the price, but we can work it out. I don't think some of the Lucent people get the idea that Alcatel took them over and their jobs are at stake. Time will tell; all of the dust has yet to settle. I look forward to being in the air tomorrow night, not missing my family but moving forward.

3/15/07

10:32 PM DST - EVA/British Air Lounge, Newark Liberty Intl. Airport

We are delayed two hours. Instead of 12:15 AM it is now about 2:30 AM. That means if we do go up then that dinner will be about 3:30 or 4:00 AM which is not that far off my normal breakfast time so it is not so bad. The good news is the plane is okay. It was delayed for our first stop in Seattle. I did not even know we are going to Seattle. We will miss our connection in Taiwan, but there is another plane soon after so we are still on a reasonable schedule to get to our hotel by mid- to late afternoon on Saturday. We are sitting together which is also good and the airline said they will try and do the same for the way back.

Since there is nothing I can do about it and Vinnie is okay, I am going with the flow. I am not even tired yet.

I have been having a lot of stress regarding my speech. There are three people giving suggestions from Ben's side and Alice and my wife from my side and at this point I am slowly solidifying what I want to do in my mind.

It is interesting because of all of the topics I need to avoid in order not to embarrass my host, Ben and our company there not to mention create problems for the professor who invited me, his class and the university as a whole. Topics not to talk about include sex, drugs, religion, government, love and politics. Those in itself are not a big problem except I can't talk about dating which is one of my prime examples when talking about relationships between people and in this case cultures. The talk is supposed to be how to handle the clash of cultures when dealing with a multinational corporation.

I am sure the students are mostly concerned with their careers and where their lives are going. Joining a multinational corporation could be their ticket to a new, better life and often you only get one chance at something so they want as much information as possible in order to increase their chance of success on the first try.

I can give them the benefit of my experience of how people from the United States act. We Americans are a unique mixture of bravado, compassion, intensity, aggression and hope. We are innovators who take great chances and are willing to go for the brass ring often at multiple times with failures along the way.

Chinese people and culture comes from a different mindset. They are more patient than we are and less willing to commit. They base

business much more on relationships than we do. I do not think that someone from China could deal well with someone he did not like or respect while someone in the U.S. would have little problem. The willingness to admit to making a mistake is more likely found in someone from the U.S. and the lack of that in China has many Americans distrustful of their Asian counterparts. It sets the stage for major problems in communication and the building of trust.

I realized that some of the problems with the speech stemmed from the fact that I was thinking from my point of view as to what I want to say as opposed to what the students might want to hear. Therefore I have changed my talk to start off with telling them about my initial meeting with my partner Ben, followed by a quick, background of my life and then I am going to attempt to draw them into a discussion as to what they want me to talk about. If I can't, I have a planned agenda. I would like to make sure that I answer as many of their questions as I can—that is the purpose of the talk as opposed to me telling them what I think they need or want to know.

Sometimes listening is the hardest part of any interaction and just because I am the speaker does not mean I can't listen to what they want to say.

I am listening to "The Carpenters," a singing duo from the 1970s, through my new noise depleting headphones – a birthday present from my wonderful wife. Their music reminds me of my old girlfriend Karen, playing my clarinet in various school functions and being in high school. When people ask me what time of life I would like to go back to if I had the chance I say none of them. I like where I am and have no urge to go backward.

My son Alex got into Washington University in St. Louis this week – one of his top choices – which my wife and I hope will reduce his stress levels (and hopefully ours regarding where he will go next year.) I think I will do some editing, I am on the last third of my book and then I can turn it over to Rich in our office for the next stage in editing.

3/16/07

4:50 AM DST - *In Flight to Seattle*

38,000 feet-3:58 left to go.

Yes, I said Seattle. Apparently we stop there for ninety minutes. Who knew? It wasn't on the EVA website when I booked the flights, not that it would have stopped me anyway.

Unfortunately we were about three hours delayed because of bad weather but we are in flight now and have had dinner. The delay did give me a chance to work more on my speech which was sorely needed. It is starting to take some shape now and I am feeling a little calmer about it. There was a winter storm coming into our area and we were lucky to get out at all. My mother in law is due to fly up this morning

from Florida and I am not sure she is going to make it. There is an engagement shower for our niece at our house on Saturday morning but again the impending storm could throw everything into chaos. I have gotten maybe an hour of sleep so far which means I should be able to convert to China time somewhat easily. I am not relaxed yet but I am better than I was. We will definitely miss our connecting flight in Taiwan but there should be more scheduled we can hop onto. I miss my family and my dog.

My eldest son Ben is in Europe with his friends for their spring break, he is due home on Saturday. I hope they are having fun.

3/16/06

6:11 AM Seattle Time (9:11 AM DST) – Evergreen Lounge, Seattle Airport

Except for the three-hour weather delay, we are now on schedule. We have a ninety-minute layover here and then about twelve more hours to Taiwan. Good news from Ben and Titan: they put my presentation into Power Point, which should make things much easier. Of course I have never used a Power Point presentation but I hope it will flow well. I got about three hours of sleep. Vinnie is way past that. I don't know how he does it – he is amazing.

Once again I am in Seattle and will not step foot outside the airport. I would not risk going back through security. I go through a lot of cities this way. I guess it counts I was here but I will hold opinions of the city itself until I actually see it. I will say this is a great airport to fly into for customs; they are extremely fast and efficient. I remember one time I tried to bring in some beef jerky from Asia and the customs people just laughed at me as it was confiscated. I hope I am a little smarter about what to bring in now.

3/16/07

12:30 PM DST

We have already flown over 1000 miles from Seattle – about ten hours to go to get to Taiwan.

We are flying over the Gulf of Alaska in the Pacific Ocean. It must be very cold outside.

My mental state has improved considerably from being on this longest part of the journey, having much less stress from my two speeches coming up and realizing that we can catch a later flight to Hong Kong. Having the Power Point slides should make things a lot easier and I can now relax and just go over my notes. It is like having an open book test back in school – you do not feel you have to memorize everything. I will also do some more editing and probably take a nap later. If the schedule holds then we should be at our hotel by 3:00 PM Hong Kong time. I look forward to walking along the harbor.

3/16/07

2:15 PM DST - In Flight

Vinnie is asleep again. I also slept for about one and three-quarter hours and should be good for a while. My sense of time is already gone. True it is the middle of the afternoon at home but here I have no sense of time. It is good that my body is adjusting to the new time zone - it should help later. I just need to stay awake until at least 8:00 PM tonight in Hong Kong, get a decent night's sleep and I should be reasonably okay. Amazing how the body works-you can do some pretty crazy things time-wise, but if you are careful what you eat and get enough exercise it can adjust pretty quickly. I always feel a little strangely when flying over water, something about it being thousands of feet deep as opposed to ten or twenty makes it seem more ominous even though both can kill you just as quickly. Time to think about something else. I have to write the newsletter for this month, I will start that now.

3/17/07

7:43 AM China Time (7:43 PM DST)

We are flying over Japan and have about two hours and forty minutes to land. I wonder how the weather is back home. I hope the snow is not causing too much trouble. Normally I would have worked out in the morning, spent the day in the office and left for my 5:00 PM tennis game with my brother. I love my routine and Fridays are usually a lot of fun. It is strange being out of touch so long with the office. I left home twenty-three hours ago and still probably have at least another seven to get to my hotel. The price I gladly pay for going after my dreams. Vinnie is still asleep.

3/17/07

3:06 PM China Time (3:06 AM DST) - Train to Kowloon

We arrived in Taipei/Taiwan with no problems and they had the tickets ready for us since we had missed our scheduled flight. We went to the EVA Airlines lounge and it was there we formally met two other companions who had been traveling with us since Newark. One was named Udom, a structural engineer, born in Thailand and living in New Jersey and Victor, a designer who also lived in New Jersey. Friendships can develop quickly when out on the road and the four of us got along well as we all ended up on the same flight to Hong Kong. Sleep deprivation was definitely starting to set in. As I started to fall asleep at various times, a wave of tiredness would sweep over me and I would drop off to sleep in an instant. Getting through passport control went swiftly. It is always interesting seeing all the nationalities and colors and sizes of people as we wait to get our passports checked. Our luggage arrived on time, which was wonderful and now we sit on our train to Kowloon. Hong Kong is overcast today and looks rainy but it is still a welcome

MARCH

site in any weather. We will be at our hotel within an hour and then we will see if there is any energy left for walking.

No word yet from home regarding the weather. I hope the snow was not too bad.

The nice part about taking the train during the day is you get to see the countryside. The harbor is filled with wooden pilings – anchors for old boats that probably ceased coming many years ago. There are many boats and ships of all sizes.

We passed through a long tunnel on our way to the first stop which is Tsing Yi, the site of the Disney Theme Park. It is a giant complex but does very little advertising. I wonder if it is doing well.

3/18/07

Sunday, 12:32 PM Hong Kong Time (12:32 AM DST) – Hong Kong Airport

We are waiting for our flight to Xiamen.

We got to our hotel without trouble yesterday and the weather was cool and blustery. In fact on the harbor there was a sailboat race and the many small boats were literally flying across the water.

Although tired I went out for a walk and then met Vinnie for dinner. Neither of us was up for a large meal so we went for a walk along the harbor and then went to a nearby coffee shop for salads and sandwiches which we have done before. I was able to stay up until about 10:00 before going to sleep and also talk to my family. The storm had been bad in terms of ice and the roads were not great but they were doing fine. The big engagement party was due to go on there today (my yesterday) so I am not sure how it went. One very good thing on my walk this morning I was able to go through a lot of my speech so I am much calmer about it then yesterday. Both Vinnie and I look forward to getting to Xiamen. Our plane is delayed but hopefully not too long. It was nice being back in the Harbor Plaza Hotel – it is my favorite in the world and I enjoy its location right on the water.

3/18/07

4:00 PM Xiamen time (4:00 AM DST) – Marco Polo Hotel

It is like being back home. Xiamen is our home base in Asia and it is good to be here.

My partner Ben was there to meet us in our new company van and we caught up on things as he drove us to the hotel. The first thing he did was hand me a copy of my book, now translated into Chinese, "How to Start and Run Your Own Company or Sex, Money and Power It Is All The Same Thing." What a thrill to see it in print—it is to be distributed nationwide in the near future. I finally have a published book

being distributed throughout a country—a dream of mine has been realized. Of course if no one buys any it will make it hard to get another one done but I can worry about that later. For now we will distribute some copies at the talks with the students tomorrow and my assignment tonight is to autograph them. I have to remember to bring at least two copies home so I can send them to the two people who gave forewords for the book.

We are scheduled to all have dinner at 5:15, go over the speeches for tomorrow and then after we return I will probably go for a walk and then to bed. Tomorrow starts early and I want to try and get some sleep.

3/19/07

10:21 AM China Time (10:21 PM DST)

I got up at 3:30 AM this morning to exercise and walk. All went well, and even though it was raining it was fun. The hotel was nice enough to supply me with an umbrella. Of course they wanted my room number to make sure I returned it and I could not remember it so there were three employees and I trying to figure it out but we eventually succeeded.

Walking through the town before dawn is always fun but because of the rain there were no fisherman out. Besides me there was only an occasional bicyclist coming by. After speaking with Al I could not resist and started singing and dancing to “Singing in the Rain” like Gene Kelly – of course not with his talent – happily no one from Xiamen was annoyed enough to say anything.

We got to Xiamen Institute of Technology – a new beautiful facility. There we were met by what I thought was a student but who turned out to be the teacher. She looked young to me but that is a combination of her youth and my getting older. The class was composed of about 150 sophomores and juniors who were bilingual students. As I started talking and the kids got used to me the discussion opened up and it turned into a really fun time.

I think the students got a lot out of it, as did I and the Vice-Chairman of the Foreign Languages Department was happy with the results. We are also now talking about starting an internship program with IJX and she asked us back to do more lectures.

Ben was pleased with the lecture, which is mostly what I cared about and my thoughts are now moving back to the triple-decker peanut butter and jelly sandwich I had in the van. I made it last Thursday but I think it is still okay and I am getting hungry.

It was fascinating listening to the kids regarding their dedication to their parents and how that transcended almost everything. I could see the turmoil going on inside them as they wanted to be able to take part in the world economic revolution and having their parents trying to keep them on the paths they prefer. They are in for some tough times with their parents but these kids are sharp, intelligent and aggressive and I am sure they will try to find a good path for the benefit of all.

3/19/07

12:07 PM Xiamen Time (12:07 AM DST)

I am back at our plant and it looks beautiful. Ben and his group have done a wonderful job. The only real reason I need to stop in here at all is to say "Hi" to everyone and tell them they are doing a great job. We also met with one of our ink suppliers. We have had some trouble getting supplies from them sent directly to China and they said they would handle it. It is a big pain for IJUS to ship them inks so they had better get it taken care of. In the words of my dad, "they are not the only ink supplier around." I find myself getting tougher on some people with age and easier with others. For people who are trying to do a good job my patience can be extensive – for the others, it is a global environment and often not that difficult to find a less expensive replacement for those not putting out a 100% effort at customer service.

I am eating my triple-decker peanut butter and jelly sandwich in our conference room. Ben and Vinnie should be coming soon with their lunch that was ordered in. Lunch brought in usually has pork, beef or both so I will stay with my sandwich.

This afternoon we go to Xiamen University and do the same thing. This time more of our people will be there and Vinnie too—the pressure just keeps mounting. We are scheduled to begin at 3:00 PM so I think we are leaving about 2:00 PM. I have my toothpaste and toothbrush with me. It is fun traveling with a support group. Our security guard here has tea that he makes and it has the aroma of honeysuckle and reminds me of my summers down at the New Jersey shore. Its fragrance is distinctive as are the memories it evokes.

I was about eleven years old, overweight, self-conscious, shy and unsure of myself. At least that is what I recall. According to others I wasn't, so self-image does not always equate to actual fact. It was the late 1960s with long hair, hippies, the space program and me trying to find my spot in the world.

If given the choice of any time of my life to live I would stay in the present. I have no urge to relive any part of my life. It has been wonder-

ful but I would rather have access to the experiences I have had and try and avoid the future pitfalls with the knowledge I have gained.

I have about an hour and a half before I leave. I will either, edit, talk to the people here or better yet, take a nap to get ready. It is interesting that I think more contact here would not be a benefit (I make them nervous.) I am a comfort to our employees knowing that I am alive and well, but they don't need to see anymore.

3/19/07

9:21 PM Xiamen Time (9:21 AM DST) - Marco Polo Hotel

We left for Xiamen University about 2:15 PM and we met Professor Wu who was our host and it was his class that I was going to speak to. Xiamen University is one of the biggest in Xiamen, a fact that only succeeded in getting me even more nervous before I started. The class was about 75 students and before long, with my constant prodding, they were participating and we all got along well. During the question and answer period, one older student tried to engage me in a conversation about politics, a topic Ben had suggested I evade, which I did. We finished before 5:00 PM and Vinnie and I got back to the hotel, changed, went for a walk and then enjoyed the buffet dinner at the hotel. I was very tired at that point and left Vinnie to finish his dessert and went back to my room. After some emailing, having my phone fixed by Mike in New Jersey, speaking to my wonderful wife, and taking a shower, I got ready for sleep. Our appointment at Dell tomorrow got cancelled, so Ben will pick me up at 9:00 AM and we will go to the airport, fly to Shanghai and start our calls there. It is good that I do not have to worry about the speeches anymore—a great load is off my mind. From what I could tell and the reactions from the appearances today went well and that makes me very happy. There may be more in the future but for tonight I will move back to salesman mode and think about calls for the rest of the week. My stomach is still not great and I just started chewing two more antacid pills. It is nothing major and I thought it might happen so I have plenty of tablets with me.

Xiamen looked beautiful today, although filled with overcast skies and cool weather. I like it better when it is not too hot especially when wearing a suit. I will probably be back in here in Asia in six or eight months.

3/20/07

10:03 AM Xiamen Time (10:03 PM DST) - Telecom Lounge, Xiamen Airport

I got up at 4:30 AM in time to exercise, take a walk and meet Vinnie for breakfast. He is excited about all of the plant visits he will go on for the rest of the week which include metal fabricators, pad im printers, injection molders, heat stake manufacturers and I am not sure what else. We are increasing our supply chain to insure we can handle

the anticipated influx and varied nature of future orders. Ben and I are going to Shanghai to make three calls and then move onto another city for the evening. Our plane is delayed by twenty minutes. I just popped my first antacid pill of the day. Reviews of my performances yesterday are still coming in and so far the response has been very good but there are a few things I will need to work on for the future. One of the students asked what were the major problems companies face coming into China. I answered that the main fear was the potential loss of the entire investment. Ben let me know later the student had meant things like theft of intellectual property and retaining employees. It will take some time, but I will get better.

3/20/07

11:49 AM Xiamen Time (11:49 PM DST)

We are delayed on the tarmac. We were supposed to leave at 10:30 AM and hopefully we can get out soon or one (or more) of our appointments this afternoon will be in doubt. I am glad I have food with me. Everyone at home should be asleep so I will do some editing and hope we take off soon. I spoke to Ben about the Ideal Challenge game. He said that there might be an interested distributor (the same company who is doing my book) but the questions have to be modified. I have no problems with that – especially if Titan does it – so maybe it will be released in China.

3/20/07

1:17 PM Shanghai Time (1:17 AM DST) – In Flight

We should be landing in about forty minutes. Once we get our luggage, find our driver and get to our first call we should be about one hour late. We have to go to Alcatel-Lucent first and the worst-case scenario is that we will skip our second call to end up at Avanex at the end of the day. There is nothing that can be done with flight delays except try and not get too upset. Ben already called to the customer to let her know we have been delayed.

3/20/07

5:33 PM Shanghai Time (5:33 AM DST)

We are on our way to Suzhou and I am purposely not watching our driver wind through the traffic because, to me, it looks like we are just avoiding a collision every few minutes.

We finally landed at about 1:30 PM and by the time we got our luggage, found our driver and got to Alcatel-Lucent it was about 2:40 PM. The call there went very well with multiple discussions about our labels and new panels. They seem happy with our company and are ready to expand our business as soon as the designs for the new panels are accepted. We were there for a while and had to then skip our second

appointment and go right to Avanex.

We had been getting label design orders from them but I wanted more. After going in and giving him a copy of my new book in Chinese and the CD we showed him our panel design and he was delighted to find out about its construction and how it worked. There may be applications for his product and we left happy that we might have the chance to do more.

I love to sell. Being out on the road is often great fun but the effects of jet lag and not enough sleep are starting to show. We should be at the hotel in another 90 minutes and then we can have dinner and I can relax for a while. Tomorrow morning we leave at 8:30 so I will have time to work out and eat breakfast before we go.

We are driving on one of the main highways in Shanghai. It is dusk and the night lights I like so much are not on yet but the vibrancy of the city is everywhere. I am so glad we got the book deal done because the Chinese version of "How to Start and Run Your Own Company or Sex, Love and Money It is All the Same Thing" is something people here can really use. They also like the CD because they can practice their English. This is absolutely fabulous advertising and we will keep doing it.

I have been thinking about the kids from the universities yesterday – they would be fearsome competition for anyone and the fact that they historically make very good employees make them even tougher to fight, especially for our American workers. I fear that stacked up one against the other many Americans would lose the battle. People in the U.S. have to get tougher, leaner and more innovative to stay ahead and thrive.

There is construction going on everywhere – it is amazing. Land is quickly being gobbled up and the prices are skyrocketing in certain areas. I read about two new large oil discoveries within China today. Fresh oil reserves are a good thing for them but a bad thing for the environment.

3/20/07

9:39 PM Suzhou Time (9:39 AM DST)

You would not believe the room I am in at the Crown Plaza Hotel. The regular rooms were filled so they upgraded both Ben and I to Presidential Suites. As you walk into the room there are pieces of artwork. Then that opens into a large living area with a desk, to the side is a sitting room. You then walk into the bedroom, which has a canopy bed that is backed by an Oriental tapestry. Finally, there is a large walk-in closet area that empties into a bathroom with a separate shower, sauna and large Jacuzzi. It's too bad my wife is not with me, as she would appreciate it more. One of the big things for me was they had three apples on one of the tables so I did not have to go looking around for fresh

fruit. What can I say? In some ways, I am a simple guy. This room is a little too fancy for me but I think I can take it for one night.

After we ate, the sales candidate came in and was very impressive. He was twenty-six years old and has been selling labels for three years. He appeared aggressive, confident, handled himself well and wanted badly to succeed. He did not speak English, however and therefore there will be less of a chance that he would leave for another multinational company that requires bilingual workers. We will probably hire him in the morning and have him go on the six sales calls we have scheduled for tomorrow.

Part of the deal with him would be to supply an apartment, which could also double as a small inventory depot. That means we could deliver stock parts in one day. This could be of immense value as speed is such an important part of our business. Being able to advertise a distribution center in this area is a good thing for the company as a whole. I am setting my alarm for 4:30 AM so I can exercise and get ready for the day. It should be fast and furious, concluding in Qingdao tomorrow night.

3/21/07

4:21 PM Shanghai Time (4:21 AM DST) – Airport

It was a crazy day after getting up, exercising, eating breakfast and then making five sales calls.

The first call was at Celestica. While there, an employee of Andrew Corporation (another customer) happened to be going by and heard us talking about labels. He had a rush job for a label that would stop his new product from shipping unless it was completed. We will be finished with it tomorrow and will hand deliver it to Suzhou a day later because we can't count on the courier services. I am to meet him back in the U.S. when he returns and hopefully we can take over part or all of his business. I love situations like this where we can step in, provide a valuable service and have a chance at more orders.

We then went to Solelectron, Benchmark, TT Electronics and Filtronic Comtek. All said the same thing which was they were using local suppliers and planned to stay that way. Since we would be starting our own small distribution center in this city within a few weeks, we would then also be considered local. I hope it gives us a chance at their business. The Chinese buyers are on average, a "tough sell." They want rock bottom prices, on-time deliveries, adequate quality and local suppliers. It is a tall order but we will pick and choose our niche areas and see how well we can do. We go into Qingdao tonight and I have no idea if our plane will be on time. I am getting homesick.

3/21/07

6:53 PM Qingdao Time (6:53 AM DST) - In Flight

I am starting to lose it. I am having trouble sitting still and can't easily get to my headphones and iPod. I do not know how long this flight is but I hope it is short. I need to walk around for a while, change my clothes, eat dinner and maybe go for a swim. The flight attendants are bringing some food. I will not eat it - I'll wait for the hotel. Speaking of food, Vinnie said he would not recommend the frog. I think he is eating Italian tonight with Claire.

3/22/07

12:53 PM Qingdao Time (12:53 PM DST) - Qingdao Airport

I was really tired last night but still was not able to get enough to sleep because of working until almost midnight. I did get a good dinner but did not get to the pool. I got up at 5:30 AM and spoke to my wife - I miss her a lot and she wants me home. Next time I will not be gone so long unless she is with me. I exercised, walked, spoke to Al while walking, ate breakfast, packed, got dressed and met Ben downstairs at 9:00 AM. Our first call was to Alcatel-Lucent but we had some extra time so Ben had the driver take us on a site seeing trip of Qingdao. It turns out it was taken over by the German government during the 1800s which explains the amount of German/European architecture. Eventually the Germans were evicted and the Chinese again took possession, which they maintain today. This is a seaside town and the ocean is beautiful. There was a destroyer (navy military vessel) anchored close to shore - a reminder of the proximity of other countries. Ben also mentioned that the personal tax rate for some people in China was now above 40%, similar to the United States. I found it ironic that a communist country would match the tax rate of the capitalists but in the end it is about the money and the Chinese government wants it as much as the American one does.

The Chinese people tend to smoke a lot of cigarettes and the smell tends to be everywhere. Happily Ben does not indulge. We have been together for a bunch of days and getting along fine.

Our call to Alcatel-Lucent was interesting, not only to see our friends there and meet a new engineer, but also note that no one here or any other place we have visited has said our new filler panel assembly construction won't work. All are excited about the prospects of the savings and think the design can be worked out for one part or another. In recognition of this potential we have designated a large amount of money to be used for the expansion and I figure it might be a full year before we have a chance at getting money back. I am okay with that as is Ben.

We have been talking about how to set up the sales territory for Toby (as I named him), otherwise known as "the kid." He will cover Suzhou, Shanghai and probably one other town. We have not heard from him so I hope he gave notice yesterday as planned and he will be ready to come down to Xiamen for training in the next few weeks. We will rent him an apartment and put in a small distribution center there for our customers. That combination of a local salesman and depot should be enough to get sales moving faster here. If not, we can re-evaluate in a few months.

I think another nap will be needed, whether I want to give the time or not.

3/22/07

2:42 PM Qingdao Time (2:42 AM DST) - Qingdao Airport

There is a great deal of air pollution in this town from the burning of coal. The combination of the pollution and cigarette smoke seems to mean a large amount of upper respiratory problems which would explain the high rate of coughing. The plane will board in about 45 minutes and then it should be less than three hours to Shenzhen. I believe I was in that town before with my relatives on my first trip to China about eleven years ago. I remember how scared I was when we left the safety of Hong Kong and crossed over. It seemed so foreboding and stark. I am sure, like in other cities nearby, there has been a quantum leap in all indicators and it is now a bustling, vibrant and upwardly mobile city. I have movies with me and might indulge on the trip. If I don't have room for my PC and CD player, I can always try the ones on my iPod. I also have food so I should be in good shape.

3/22/07

4:21 PM Shenzhen Time (4:21 AM DST) - In Flight

This is great. I had noticed that the last row of seats by the restroom were vacant. I am happily sitting in three seats, my laptop bag on the end, my suit coat and book in the middle and me on the aisle. Ben is up front. It is true I will be the last one out of the plane but we will probably go by bus and I have to get my suitcase so it doesn't matter whether I am first or last. There have been a bunch of people to the restroom but that should calm down as soon as they serve dinner. In the meantime I will edit.

12:24 PM Shenzhen Time (12:25 AM DST) - Restaurant

We landed at 6:16 PM last night, got the luggage and met our driver. Unfortunately the traffic near the airport was horrendous and it took about 40 minutes to get to the hotel. The Crown Plaza in Shenzhen is beautiful with palm trees, gorgeous architecture and a wonderful staff.

Ben and I as usual split up after we registered and later met for dinner. I walked a little but was tired and still had work to do, so I went back to my room.

After working, taking a shower and getting ready for bed I finally fell asleep about 11:30 and got up this morning at 5:30. I answered email, worked out and then went for a walk. The great thing about walking is that I can exercise and still use my phone. The bulk of today's walk (as is with most others on the road) was spent talking with Al at the office. Things there are going well and her son David was coming in so she was happy at the chance to see him.

I love the plants and general architecture of the hotel. On the third story walkway I could see a nice part of this amazing city that twenty years ago was a fishing village and is now home to seven million people. Ben told me the average age here is below thirty years old which means to the vast majority of inhabitants here I am on the older side.

I had breakfast in my room. My food supplies, as expected, are dwindling. I don't want to declare to customs. I called home and met Ben at 8:55, checked out and then we started our calls. The first was to Plexus Corporation. We have received business from them in the United States and also Xiamen but there is a lot we are not getting. We ended up speaking to three buyers and have a chance at more business. The current theme in China is reducing costs but we also tried to bring up the other advantages we can offer which include free artwork, set up, tooling and acting as a liaison with their U.S. and European customers. We all agreed that they would try us for some future business and we will see what happens.

The next stop was Ciena Corporation and here we not only spoke about labels (we make a lot worldwide for them), but introduced our new panel design and gave them a copy of the drawing for the first part of theirs that we plan to convert. They were excited about the possibilities of the major price reductions and conversions of their parts but said they have to be approved through their groups in the United States and Europe, which was not a problem for us. All we need to do is make sure they will not block us once we start the conversions with the U.S. and the prospect of the price reductions will be enough (I hope) to swing them to our side.

Then it was off to JDS Uniphase. We make labels for them but none have come lately. The engineer we met told us that the business where they are utilized is spotty and they will order again when they need them. We then introduced our new assembly design and thought it could be used for their product line. He looked hopeful but again said

the changes would have to go through the United States. I will go from the U.S. side and Ben will follow up with them next week.

Our new salesman Toby gave notice to his current employer so he is on board to start in two weeks. He actually started today because he met Rina in Shanghai and went to Celestica in Suzhou to help deliver the rush jobs we had done for them. I think he might end up working out really well and I will write some things to help give him the feel as to how we operate.

We have three more calls this afternoon and then I am taking the ferry to Hong Kong and Ben is going back to Xiamen by plane. I hope to meet Vinnie at the hotel by 7:00 PM where we will then go to dinner and then tomorrow we start home.

This restaurant is so typical of China: filled with aggressive, fast-talking people who want to take over the world or at least get their piece of it. When I think about it, they are just like me.

The music playing here is from 1977 in the United States. It is a little incongruous and reminds me of my first year in college when it was first popular. It is hard to believe that was more than thirty years ago and if I knew how things would end up so far I would not have been as worried. Of course being calmer would not have helped me get here so the unknown is a better place to be.

Ben and I have been talking for the last four days about everything and I think things are in a really good place.

3/23/07

5:49 PM Shenzhen Time (5:49 AM DST) – Ferry Boat

The rest of the calls for the afternoon went well. Everyone was interested in our labels, at the cost they wanted, and filler panel design. Ben dropped me off at the ferry tunnel where I had hoped I could catch a boat to Kowloon. Unfortunately there were none and I ended up having to go to Hong Kong. I met some very nice people from Valencia, Spain and got a chance to use my poorly spoken Spanish. I then met a nice man from Australia named David with whom I hope to share a cab to the Kowloon side when we land. The only problem I have with this is that Vinnie is waiting for me for dinner and the ferry is delayed. I got an email from a Celestica buyer who had heard about our new panel design and he wants to see our plant in China to go over it. I wrote back that I could stop by and show him a sample or we could have breakfast before we leave tomorrow – no word yet.

This ferry is fun – you get a different perspective than the usual

train or plane. I just ate the last of my pre-made peanut butter and jelly sandwiches. We are passing lots of fishing boats. It is overcast and I wonder if it will rain.

Overall it has been a fabulous trip. We visited at least fifteen different customers, hired one salesman, are setting up two small distribution centers and got a lot of work done with Ben. He wondered if we could get someone from the U.S. to come over and make sales calls with our people here on a regular basis. I was trying to figure out how we would do it and I am still not sure. If I come three times a year, Alice comes once and Mike comes once, that would give us roughly every two months, which should be enough. I will check with Ben. We can't send over just anyone. They have to be able to handle themselves during these visits.

3/23/07

10:53 PM Hong Kong Time (10:53 AM DST) - Harbor Plaza Hotel

Once again I am back in my favorite hotel, although I will say the hotels on the mainland were pretty nice. It is good that we have nice places to stay. Even though we are mostly sleeping, having a good spot after a long day is a good reward.

I got to the hotel about 7:45 PM after sharing a cab with David, the Australian I met at the ferry station. He owns his own business and two of his sons are coming in. His wife also works with him so we chatted about family and life as we rode to Hong Kong.

Once I checked in I immediately went out to the nearby coffee house, which we frequent for sandwiches and salads, and bought my dinner. After getting back to the room and eating, I went out to try and walk along the harbor but it was drizzling so I went for a fruit drink and spoke with Al on the phone. Things are good back at the office.

I got word that Boot Camp for Kean University is on for next Thursday. I emailed my friend Jerry whose family owns a paper/printing company and he has agreed to run it with me. My plan is to give the kids a brief idea of how business runs then split into teams - Jerry and I both lead one and then compete to try and get a piece of business. I am hoping that Dan Gallagher from SolaDesign agrees to come and be the "customer" that both teams are trying to sell to. This could be a lot of fun and if it works out we can repeat it in different places. I plan to start working on it tomorrow. Next week I have to start rehearsing for my Lincoln, Nebraska presentation.

3/24/07

11:51 AM Hong Kong Time (11:51 PM DST) – Hong Kong Airport

For some reason I decided to sleep an extra hour this morning which, while good for my body, forced me to reduce my workout and walking time. I figure my mind and my body were telling me something so I tried not to be upset by the curtailed length of my walk. I did manage to buy some bread to go with the remnants of my peanut butter and jelly.

I met Vinnie in the lobby (he was early as usual). He's very easy to travel with. I gave one of my CDs to the head concierge who I have seen on past trips. We made our way to the airport. The trip along the way was picturesque, often following the harbor and as we spoke about the trip and the results it felt good to be on our way home.

Once in the airport we tried to work out sitting together on the long flight home. I had messed up when booking the tickets, and we are making progress there. I am hopeful we can work something out when we get to Taipei. I bought some chocolate for the guys in the plant and also for my son Ben. The trinkets I buy for the others are of no interest to him so I wanted to get him something.

I spoke to Wendy this morning. It is Friday night back home, and we both are anxiously awaiting our reunion. I hope sometime tomorrow night. The next day or so will be dedicated to working on Bootcamp Day. I heard from Jerry and he is preparing. It is great not having to worry about the speeches in China but that will now be replaced by Bootcamp Day next week and Nebraska after that. I guess it is normal for me to always be looking to the future and trying to plan the best use of my time and reduction of stress.

3/24/07

2:21 PM Taiwan Time (2:21 AM DST) – EVA Airlines Lounge

When am I going to learn how to read airline schedules? We are not getting into Newark at 6:30 PM like I thought; it will be more like 11:00 PM – what a drag! It is not like I don't have enough work to keep me busy but I would have liked to get home to spend time with Wendy.

Vinnie is off for a walk and I am guarding our stuff—it is one of the benefits of traveling with someone else, you are free to move around without luggage. I think the next thing I will do is finish up the newsletter for March so Rich can start working on it this week.

3/24/07

4:46 PM Taiwan Time (4:46 AM EST) – EVA Airlines Lounge

Eureka! I found a Subway Sandwich place and got some for Vinnie and I. Now we are set for the second part of this the longest leg to Seattle, where the food becomes hard to find on the plane. I am still

concerned about our seats. I will try and get someone to switch so Vinnie and I can be together which means we both have unlimited access to get up whenever needed. This has been bothering me for a week but hopefully we can get it worked out. I plan to get some sleep but not too much so that I'll be able to fall asleep tonight when I get home. As I went through my notes from the week we all got a lot accomplished – I am very pleased.

3/24/07

7:13 AM DST – In Flight

I am back on U.S. time.

We have about 10 hours to Seattle and then about another 6 hours to New Jersey.

I have the usual car service picking us up and we have to drop off Vinnie at the office to get his SUV–then I go home.

When we got onto the plane, I waited for the person who was sitting next to Vinnie. They are two across and he had the aisle and asked the man to switch with my aisle. Happily he agreed, which was a very nice gesture, and we are sitting together.

3/24/07

10:21 AM DST – In Flight.

We had dinner and I brushed my teeth. Another six hours, fifty minutes to Seattle. I will try and call home at the point. I just finished watching “Casino Royale,” a little too violent for my taste. For now it is time for work. This plane, crew and airline are very nice but when the seats are reclined it is very hard to get into them. On the way up, when using my new headphones I pulled the cord and my 2-pronged adapter broke apart. While trying to wind down in my hotel room last night I attempted a repair and it is now functioning again.

3/24/07

2:05 PM DST – In Flight

About three hours to Seattle.

I had an idea.

At our plant in Xiamen, the one western toilet we had installed broke. Most western men do not have the physical ability to squat over a flat-hole toilet. Therefore I decided to create a portable toilet that could be carried around as needed. Grant you that I am sleep deprived and jet lagged but I think this might work. I think there could be a big market for this. I like designing especially when it fulfills a purpose.

I think it is now time for my next meal, which is the sandwich I got from Subway.

3/24/07

3:16 PM Central Time (6:15 PM DST) - British Airways/EVA Air Lounge

We are delayed in Seattle for forty minutes. I was doing great right up until the delay and then the wind began to leave my sails. I hope we land by midnight. I spoke to Wendy - she is well and having dinner with Alex and then may go to a movie. I am now tired and the amount of work I will process at this point will probably be minimal. It sounds like it is movie time when we get back into the air.

3/24/07

9:07 PM DST - In Flight Over North Dakota

I am getting really tired and am shutting down work for a while. I am very excited about the mobile toilet idea.

3/25/07

2:04 AM DST

I am home and ready for sleep.

3/26/08

9:53 PM DST - Home, NJ

I was able to sleep on Saturday and Sunday night normally so I was able to function. Yesterday and today were spent catching up. Sales are ahead of last year, which is remarkable considering the downward spiral of a big customer and the business that we have transferred to IJX. We now have multiple panel prototypes in work, with the possibilities of lots more if they pass the compliance test. We have started to send out copies of the game, the CDs are getting a good response.

3/27/07

9:51 PM DST - Home, NJ

Wendy is to go to an outpatient clinic tomorrow for a procedure so I rescheduled Paul for 5:45 AM tennis. I will therefore get up at 3:00 AM and then start my regular day.

I hope she is okay and I will stay with her until she is ready to come home.

Bootcamp is on for Thursday and is starting to take on big proportions. I sent directions to Jerry and Dan. Cyril said he has over sixty people signed up. I gave him a limit of 30 and said it was okay if 40 came. It is good I am getting nervous—a healthy sign.

We got the okay to go ahead with drawings for two more panels. I have been tired and I am not sure if it is the combination of stress and excitement over the new product launch, Bootcamp on Thursday, my good life in general or most probably a combination of everything. If all goes well I will be able to have my taxes paid off by the end of April

with hopefully only a small amount left on the credit line. Expansion in IJX could be massive so more debt is probably coming soon. We can't stop now.

3/28/07

9:49 PM DST - Home, NJ

I took Wendy home and she seemed okay. Barbara came over to stay with her for a while. I got back to the office in the afternoon—everything seems okay. The company needs me to sell for overall operations and run the QEO System. My job description continues to change.

3/29/07

9:51 PM DST - Home, NJ

Tennis was a true battle this morning which is evident by the pain in both my hips. I burned off enough nervous energy to be ready for the college presentation. I met Jerry and a couple of students that helped transport food from my car to the meeting room. Part of the deal I made was I would bring the food to make sure the kids were fed and happy while Cyril would supply the drinks. All was ready when I got there and we had a great crowd of about 40 people—a good cross-section of ages, genders and races. I started off with talking about my life in a family business and how we progressed and ended with China. Then Jerry took over and spoke from his perspective. After that I went into “The Six Rules of Life,” and Dan Gallagher came in and gave a background of his company. We then broke into teams. I led one and Jerry the other. We set up plans on how to use a fictional \$100,000 advertising budget that Dan had for his company. Jerry turned his group into an aggressive sales force all geared to different market segments and based on making calls to potential customers. My group went a different way and tried to utilize the power of the Internet by creating a short video based on the “War of the Worlds” broadcast from last century. Our idea was to show what would happen if the world oil supplies were contaminated. Dan then did a critique on the final presentation and Jerry's team won but it was a close match. The winners got copies of my new game as prizes. It was a wonderful time. The four hours went quickly and I actually had to cut it off to finish on time. Both Dan and Jerry were very generous in their praise of the course and how I handled it. Now that it has been done once it can be replicated for the future.

One of the purposes was to watch for potential entrepreneurs that I could sponsor for the future to start a new company, but none seemed to present themselves today. It doesn't matter – it was a great first try and we can refine the process for the future here and around the world.

IJX will do the artwork for my next book. It will be a good project for them.

3/31/07**10:09 PM DST - Home, NJ**

The buzz from Bootcamp Day was good. The kids had a great time and Cyril wants to run it again next fall. In the meantime we will see if we want to do it somewhere else. I did not see any potential candidates to start new companies so maybe next time we will try it in China. My big hopes are to try it there but we have to see if Ben goes for it. He mentioned that he will be here at end of April with his wife Jasmine—that will be nice to meet her and have dinner. Ben, Vinnie and I will also probably go to New England for sales calls for two or three days. I think people will be really excited to meet him. I went to Temple this morning to my Minyan Group. As I have said they are a tough audience. I was leading, and no one thought twice about commenting if I left something out, or changed the service. If you can get through them you have a good chance of getting through most other audiences – they are good preparation for all public speaking.

The celebration of Kayla's sixteenth birthday began tonight. She and her mother, aunt and cousin went to a spa and dinner in New York. They had a fabulous time, which I am thrilled about. I stayed home with Bailey and made Choruses, which is a food used during the Pass-over holiday. It is supposed to remind people of the mortar that was used by the Israeli slaves during their days in Ancient Egypt before gaining independence. It is actually a delicious mixture of apples, nuts, raisins and spices and I made a lot of it for Wendy's sister's Cedar and to cover us for the holiday. While doing that I was practicing my speech for Nebraska on Thursday. My son Ben was in today and we had a nice visit. His band is doing well and they had a gig in Pennsylvania so they came home for the night. They should be finished by now. It will be wonderful having him home for part of the summer.

I have to finish editing the book within the next sixty days. It needs to get on press soon so we can begin distribution. We have to stay in front of our customer's eyes with as much exposure as possible to push the new product line. Our window is limited.

APRIL

4/3/07

9:54 PM DST

It is Kayla Rose's birthday, which I almost missed because I thought today was April 2nd. Luckily it was caught before it caused a problem. She took her first driving lesson today.

Yesterday we went over the changes for the Filler Panel and got them squared away. Today Vinnie went up to the Bell Labs to see the designer who will make the changes. It seems to be in work and we are refining the process all the time. We are now using a slightly thicker aluminum foil label, which seems to work better for our application. We now have the go ahead to prototype for another new part for a company in The Netherlands. Sales for this quarter are ahead of last year. It looks like Alex is going to Washington University in St. Louis.

Jill and Doug from our office got married in Las Vegas – they are due back tomorrow. I hope it works out well for all of us. A bad relationship can poison an office atmosphere, while a good one can increase everyone's well-being.

Last night, Passover was at my brother's house – it was a wonderful time as was tonight's Cedar at Wendy's sister's house.

4/4/07

11:30 AM DST – Newark Liberty International Airport

I am waiting for my flight to Chicago and from there it is on to Lincoln, Nebraska where I will be speaking at the Nebraska Safety Council Conference and Exposition. This is probably my last speaking engagement for a while as I have none planned for the next few months. Travel-wise I hope to be back in Europe next month and I am not sure where.

It is raining here in Newark and I am hopeful we will not be delayed and I can make my connection from Chicago but if not I will do my best to get to Lincoln tonight.

I am looking forward to being airborne with no communication with the outside world for a while and perhaps an empty seat next to mine. There are many things out of my control. I will try and remain relaxed and peaceful as the day moves forward.

I played tennis with Paul this morning and my body is sore, not

only from that but the two hard workouts I had on Monday and Tuesday. I find that if I only workout lightly for a few days most of the aches and pains leave, but I don't get rid of the nervous energy and my weight has a tendency to rise so I would rather have the physical discomfort and the mental well-being.

One of our customers sent me the first few chapters of a book he wants to co-write with me. I do not have much time so it had better grab me in the first few pages and if not I will decline his offer.

I heard from Titan at IJX in China that there is a possible distributor for the Ideal Challenge game. The questions will have to be re-worked but I don't mind as long as I don't have to do a lot of work on it.

Kayla got her driving permit yesterday – it was her sixteenth birthday. Amazing to think my little daughter is now old enough to drive, have a boyfriend and will be off to college in a few years. If I play my cards correctly maybe she will want to come into the business and what a joy it would be to have her around on a full time basis.

We have not been to our house in the Berkshires since December and I miss it. I have plans to be there this summer to sleep on the porch and see the fireflies. My son Ben is supposed to be around some of the time, Alex is scheduled to be working and Kayla is away for six weeks. With all that Wendy and I should still be able to leave for a few weekends with or without one or more of the kids.

I plan to access our company credit line for a loan so I can pay my 2006 and first quarter 2007 taxes. They are large but both IJUS and IJX are doing well so I have no complaints. The fear of debt is one of my great failings and biggest strengths – it all depends on how you view it.

4/4/07

1:59 PM DST (12:59 PM CST) – *In Flight To Chicago*

Originally we were delayed but we seemed to have lucked out and are back on schedule. We should be arriving with enough time for me to make my next flight, a commuter plane to Lincoln. I have been going through my speech in my mind, I am not sure if I will do any more with it. If by chance we do arrive close to schedule in Lincoln then I will have time to workout before dinner. It is time now to edit – I hope to finish the book this trip.

4/4/07

9:12 PM CST – *Marriot Hotel, Lincoln, Nebraska*

The flight landed with no problems in Chicago; there are snow flurries in progress.

I made it to the correct gate and after a mild delay we flew to Lincoln.

Once we landed and the plane unloaded we almost had a minor crisis. Three of us had the same laptop bag and they all got mixed up. It was only after a final desperate run to the pick-up area outside the

airport that I was able to retrieve my bag. With my heart rate slowly going back to normal, I immediately went to one of the stores and bought luggage tags so I could personalize my case for the future. I then waited for the hotel van with two other people, one of which will also be speaking at the conference tomorrow. Her name is Barbara and she travels around the world helping people create emergency care programs. After we reached the hotel we all went our separate ways and I exercised a little and then went out in search of a salad for dinner. I spoke to Wendy while walking – everything at home is fine. Then I found a great place for a salad, bought two bananas and two bottles of water and then made my way back to the hotel.

Life on the road can be somewhat lonely when you don't have a lot of vices but I relaxed, watched some television and got ready to go to sleep. I was a little nervous about tomorrow and did a small amount of rehearsing and going over my new introduction.

I first made this speech a few weeks ago in Omaha. I talked about my first HazMat class right after 9/11. I knew the least about chemistry, biology and environmental science but the final test involved organizing a search team into a hazardous waste dump and organizing is a skill I did have, so the class voted me in charge.

During the final test, which I believe we were meant to fail, I had sent in a team to assess how bad the dumping problem was and the chemicals involved. The school threw up some obstacles, trapping my people. Since I did not make my back-up team wear their oxygen tanks all the time (I was trying to be nice) the people inside the dump ran out of air and the test was over. I learned a great lesson: Never underestimate the environment and what can happen. Being prepared is everything – such is life.

I am getting tired. Soon it will be time to try and go to sleep.

4/5/07

12:23 PM CST – Omaha Airport

Yes, Omaha Airport – not Lincoln.

The day started out well. I worked out and had a great breakfast. I have a feeling I may have overdone it on the scrambled eggs, but my cholesterol level has been good so I don't think it caused any lasting damage.

I gave my speech – the crowd was upbeat and receptive. Then I made my way to the airport. Here another adventure began. My flight to O'Hare had been delayed two hours, which meant I would probably miss my connection. Lincoln is a small airport and there were no alternative flights so I called Continental Airlines and they had two non-stops going to Newark this afternoon from Omaha. There was an early and later flight. I signed up for the late one with the shallow hope of making the earlier one. My chance was that it would be delayed

and I could get on that way. I rented a car and zoomed from Lincoln to Omaha (it took under an hour), raced into the airport and to the Continental ticket counter just in time to get on standby for the flight. I went through security and rushed to the counter, it turns out the flight was delayed an hour and they said I was on it. This is fantastic news and if I do indeed get on it than I may be home in time for dinner tonight. This would be a great end to a really good two days. My goal for the flight coming up is to finish editing the book and get some sleep. It's now time for eat lunch, which is the oatmeal I did not have for breakfast.

4/5/07

4:23 PM DST

I finished editing my book! Now it goes to Rich for proofreading, then it comes back to me for a quick run-through and then it goes to IJX for another proofreading and setting up the artwork. I am very excited to be done.

I got an email from Ben that I may be speaking at Suzhou University so we have to set-up a time for me to go back to China. The talks are usually a lot of fun, invigorating for the students and me, a great deal of exposure for the company and a way to find new people to come work for us. This trip, Ben and I will also probably go to Thailand, Malaysia, China and maybe Singapore. We would need to give the speech first as I will get progressively more tired as the week moves on.

If we go during the summer it will be brutally hot but we may not have a choice. As Al says, the more time I am out on the road the more business that comes in. I must say that even though I am a little tired right now, a few weeks home will be nice. I am still hoping to be back in France and The Netherlands early next month but that will depend on other things happening so I will have to wait. One thing for sure is I will not be gone for nine days again – it is too long. The good news is that I believe I have enough miles to go business class on the direct flight with Continental Airlines from Newark to Hong Kong, which means if the flights are available I can leave on a Saturday and come back the next Friday.

I am sitting near some exceptionally pleasant people. It makes traveling so much nicer to be around good people.

My dad called the office looking for me. I called him from Omaha Airport. He had been near our old office and had stopped in for a sandwich at the diner he and I used to frequent when our office was near there. It has probably been at least twenty-five years since we had last been there. Time does move on.

My friend Jim Jensen called me this week. He is now working in Florida, although he still lives in Salt Lake City with his extremely sweet wife Janet. He is used to traveling and says he can work part of the time remotely. I hope this new position works out well and the best

part is that he is not far from my in-laws place in Florida so that when I go down to visit them I can combine it with seeing Jim. I have known Jim for almost thirty years. We know that if ever in trouble we could call each other and the response would be immediate. You don't get that kind of support from many people and I am proud to have him as my friend.

My sister Irene and her husband David are in the midst of buying a house in the next town. I like having them around and it is good for my parents to have them nearby. My brother lives two towns away and it is very nice to have the family so close together – I would venture to say it is a rarity these days. It makes me wonder about my kids. Ben wants to pursue music, which means he will probably be in a major city on the east or west coast – selfishly I hope it is New York. Alex wants to be in international business and wants to live in Europe for a while. That leaves Kayla Rose, my youngest and our baby who is not a baby any longer. I have no idea where she will go but my hopes are into the family business working with me to help us build to whatever our potential will allow.

And my wife Wendy? She is glue that holds everything together. She can do as she wants and I am sure it will be for the benefit of all of us. When Kayla goes to college Wendy will have some decisions to make as to what she wants to do from then on. I would be happy if she stayed in her current role of support and running the household but that's up to her. We made an agreement when we got married that it will be her "turn" to do as she pleases and I will back her up as she has done for us. It will be nice if she can travel with me on some of my longer trips – she is anxious to go and I look forward to having her with me. Don't worry – I have already agreed to modify my traveling schedule when she is along so she does not have to "do" one country or city a day.

The 2008 Presidential Campaign is already in high gear with huge amounts of money being gathered by major candidates of both parties. It looks like there will be a "super" primary day with as many as twenty states involved. If this happens then it will radically change the way the campaigns are run. New Hampshire and Iowa will no longer count nearly as much. The candidates will no longer spend slots of time there but will concentrate on the states with the most electoral votes that can put them over the edge to victory as quickly as possible. I think that there will not be a clear winner by the Democratic Convention and Al Gore will be drafted, but that is just my opinion.

Doug and Jill from our office got married last weekend. They had been dating for a while. I heard there was a giant celebration during lunch for them; I hope they are very happy.

4/8/07

5:16 PM DST - Home, NJ

I have been dry writing-wise the last few days.

The first edit is now with Rich and his editing group. I should get the first fifty pages back this week and can start on my final edit. I will be happy when it all goes to IJX for the final edit and set for printing. We will most probably print it here in the U.S. but I am not sure.

In a few days, I send in our family taxes for 2006 and the first quarter of 2007. I have calculated that by the end of April our total debt for the company should be below \$400,000, which is extremely good. If the new product line does work out we will have to expand immediately which probably means bringing on more debt but that is a good cause and I am prepared to do that. We have been trying to plan a trip to Paris for Wendy, Alex and I. It depends on whether some of his friends can come because he wants their company (he may not want to be with Wendy the whole time.) If not he will do something else to celebrate his graduation from high school and his eighteenth birthday and I will try and get Wendy to Paris another time.

I anticipate having to be in Europe at the end of May or June and probably again once or twice during the summer so that I am somewhat flexible with their plans.

I got a call from my mom last Friday that my dad was back in the emergency room for a possible heart problem. I went up to see them and he was discharged later in the day - happily they could not find anything wrong. It is great having my sister and brother nearby, both because I like them but also to help when things like this happen. I biked yesterday, and although it has been in the low 40s here (colder than normal), it was still fun.

Ben Meng, president of our China operation, seems to like my book on how to be a salesman and there is a chance for publication in China. I wrote that almost a decade ago and did not give it much thought until we hired a new salesman at IJX and needed to train him.

I think it is great; a second book published in China could not help but enhance our position, give us more positive exposure and help our reputation throughout the country.

Yesterday Kayla and Wendy went to Wendy's niece Jessica's bachelorette party, which consisted of a tour through New York City to visit the places mentioned in the television series "Sex and the City", and then they went to a Mexican restaurant for dinner. As is normal when they get together a fine time was had.

Meanwhile I went to the office, got some work done and researched our potential trip to Paris. I was tired and having trouble focusing on work so I came back home, grilled some turkey hot dogs and tuna, had dessert and watched television. As I said I did not do much.

I am not traveling this week.

4/9/07

9:56 PM – Home, NJ

Things are getting a little weird when you start thinking about buying antacid pills by the carton. I found myself considering that today. I can't see the need for them decreasing so I will look into bulk sales of some type.

I got the first 20 pages of the book from Rich today for the book and began editing – the process continues.

We are figuring a big job for a customer and he emailed me today to say he thought our price was potentially too low, which we are checking. Since it will be done in IJX and we are figuring on the first-year sales and not just the first order, the price is probably okay.

My mind and stomach are racing and the emails are flying back and forth between Ben and me. I wonder if I will sleep?

I played tennis today as usual, got beaten, but still felt good and sore as a result.

4/10/07

9:58 PM DST – Home, NJ

I had lunch with my friend John Rudder today. What a positive, kind, and thoughtful man. He is filled with nothing but good wishes and hopes for our good fortune. I value his judgment and I am glad he is on our side as I am on his.

There is an Israeli parade in New York City in a few weeks and I am trying to discourage my daughter from going. Being Jewish has its down sides and one of them is a lot of people do not like us. Parades like that are perfect spots for terrorists and I would be helpless if a bomb went off. There would be little I could do in the chaos that would follow with the hundreds of thousands of people panicking. I would prefer she not go. She will let me know – the final decision rests with her. I have no problem taking risks but I like to do it with the best chances possible. I don't think this is a good bet.

Tomorrow I try a new eye doctor. I think I need reading glasses since I have been feeling eye strain. Probably too much computer work but that will not stop so I hope she can help me. I can't get gradual lenses that change as you look down because I believe it would mess up my tennis game. I will be content with separate reading and long-range glasses.

I had been trying to find one of our old sales reps from New England. We have a possible job for him, but had no luck. I was going to go to someone else when he called today. His timing was good and we may put him on again not only for the piece of business we had but also for marketing the new panel design throughout New England. It would be good because we have a lot of potential sales there and we need someone going after it.

4/11/07

2:01 PM DST - Eye Doctor's Office

I am trying a new eye doctor. She comes highly recommended by my "number two" Al so I am confident she will be fine.

One of the things I like about this doctor is her proximity to my office so if she is competent I will stay with her.

I spent part of the morning setting up our New England swing starting on May 1st. Ben and Vinnie will be coming along and we will be introducing our new ATCA Front and Rear Panels if they are ready, so this could be a big trip. While contacting one of the customers yesterday I found out he had been let go from his company. While that would normally be a bad thing, in this case we need an engineering liaison to his company worldwide and he is respected and knows what he is doing so he could be of immense help to us on a part- or fulltime basis. He is still working part-time at his old company and we will meet with him to see where it leads. I love situations where we can get a win for everyone involved. I like hiring people who are not working so I don't have to worry about taking them away from their jobs. I don't like it if they leave a job with us and it doesn't work out.

They have a new procedure here at the center, which takes a picture of your whole eye and means they don't have to dilate them. It costs an extra \$50 but it enables the doctors to see things more clearly and cuts the time of the exam in half. I like it for all reasons so I am having it done.

4/11/07

2:43 PM DST - Eye Doctor's Office

This doctor is great and so is her staff. It turns out I do not need new glasses, don't need reading glasses and just have to add some drops before I start a long span of computer work. I will come back here.

4/12/07

3:00 PM DST - My Office, NJ

My dad always told me that the "best" sales people are those who started out very shy and had to redefine themselves as assertive, outwardly aggressive people. This may sound like a desperately difficult process but unfortunately that is really an understatement. In my case I had to "rewire" my reactions to the events of the world which meant making a huge amount of mistakes (often in public) that gave me large doses of embarrassment, constant questioning of my worth and wondering if the end would justify the trial of getting there.

In most life situations, when looking back, things don't often seem as bad as they actually were. There are some notable exceptions with childbirth being one and changing your personality being another.

Unfortunately, undergoing a transformation like this is not simply flipping a switch that is inside your brain. Instead it is a process that continues indefinitely, with the memories of the failures staying fresh while the successes often get diluted in time. Signs of the “old Andrew” still come out from time to time which I was reminded of yesterday.

From birth we have all had the same “rules” beaten into our heads. For instance, if you are not trained in a particular field and don’t have a formal diploma from a “recognized” institution then your thoughts cannot possibly be worth as much (if anything) as opposed to someone who has. I run into this type of thinking when I am teaching my course about how to start and run your own company at our local university. I diagram for the students how they, from a local college have a much better chance to land a lower level entry job than someone from an Ivy League school. Going to a “better” school means very little out in the real world.

The same thing clouded the view of my own worth in engineering and design. I didn’t take any engineering courses in college because I did not want to face the math and science requirements. I didn’t take any design courses because I felt I was lousy in art, nothing I drew ever looked like the subject I studied. Inventing however has very little to do with being an engineer, designer, doctor, lawyer or anything else. Inventing comes from recognizing a problem or a need and figuring out a way to deal with it in a positive way.

I like to use my first patent idea as an example. My wife hated to have blood tests because the nurses could not easily find the veins in her arm. I created a sleeve device that would separate and lift the veins in her arms to make it much easier to locate and tap into them. As I said, a need arises and the idea comes out. I have no medical training but I did have an unhappy wife and I came up with a solution. By the way, she would never use the invention but that is another story.

About six months ago we came up with the idea of converting certain types of metal panel parts that go into telecom cabinets from metal to injection molded plastic.

These panels all need latches in order to connect to the cabinets they populate. We came up with a unique design that worked on a snap-fit basis but some of our customers were concerned that they would not be secure enough. They wanted to go back to the major manufacturer in the industry and have them make a latch for our product. I had already designed an alternative but did not pursue it because we were not “latch” manufacturers and we had no history in the market. The fact that we were not panel manufacturers before six months ago did not stop me then and yesterday I was kicking myself for letting it stop me now.

This spurred me into action. I started designing yesterday morning and by this morning we were ready to present our new handle de-

sign both to our customer and send it to our patent attorney so he could add it to our existing patent application for the panel design. That was all it took – two days and we have the potential to be in a new industry. I could have done it a month ago and had it already in the review process, except I felt I had no “right” to be in this area because we had not been there before.

I was wrong to doubt myself. Even if my designs are lousy it is no reason to stop creating. I can’t get to the next level – whatever it is – until I am willing to risk failing, looking stupid, being ridiculed and feeling inadequate. That is the price to pay for growing and when I am no longer willing to risk that then it is time to retire.

4/15/07

3:41 PM DST – Home, NJ

It has been raining a lot today. We are in the midst of a nor’easter. The good news is that it is not snow and the winds do not appear to be that heavy. I went to the office to work out since I did not want to bike or walk outside and while there checked my email. We changed email servers a week ago and IJX has been having trouble. I am hopeful that Mike can take care of it soon.

Whenever it rains a lot there seems to be a lot of worms swept out from their homes in the soil. I always feel badly for them and try to throw some back but it is a losing battle and there is no way I can keep up with their numbers. I feel sorry for them – swept away from their homes and stuck on the asphalt. I don’t know if worms have feelings but I tend to think this way so I try to help some of them.

My younger son Alex is going away to school this fall and as is common with many high school seniors he is pulling away to make the transition easier. I hoped it could be done with less stress but I guess not. When he goes he will be ready and so will we. My wife, Kayla and I look forward to becoming a unit of three and wishing Alex the best in his new life. We will be happy to have him home for visits, but like his older brother, the transition is occurring and their homes will soon be somewhere else. It is the natural order and not a bad one.

Jessica and Joe get married this week. Most of the family will be there, although I will miss Uncle Nate and Barbara – they won’t be able to make it. As scheduled I have started working on my global warming game again. It will probably take a year to be finished. It is okay – good projects keep me out of trouble.

4/16/07

10:06 PM DST – Home, NJ

Tomorrow I go after Fujitsu. I have been trying to do business with them for years with no luck but now I am armed with a howitzer – that weapon being our new plastic process, which they are already inter-

ested in. I can almost guarantee a substantial price reduction on their panels from what they are using and I haven't even seen their drawings. I have the weapon – the rest is up to me.

I scheduled tennis at 6:00 AM and I am getting up at 3:00 instead of the usual 4:00 AM so I can be in time for 9:30 at Fujitsu. I happily give up the sleep to keep my morning routine and have the chance at the business. I will try for a nap in the afternoon. The big storm in progress is sending lots of rain in waves. I hope it doesn't delay me in the morning.

I am helping Kay learn to drive. I have to remember to stay calm and consistent.

I look forward to being back on the road next month.

No word yet on the final changes for the Filler Panels from A-L and we are still having trouble with the Nortel panel prototype. No one said it would be easy.

4/17/08

9:45 PM DST – Home, NJ

I played tennis and lost.

I went to Fujitsu and we had a meeting about the filler panels for one of their cabinets. They had some plastic models and tried to tell me about the benefits of metal/plastic composite materials versus our design. I have to say I went a little nuts on the manager as I explained why their thinking was, in my opinion, flawed and our process would do everything they wanted including price, delivery and service. I may have been a bit too exuberant but they will not forget me. I sent in prices today and now we will have to be patient for their decision.

I found out that another plastic panel supplier was saying bad things about us. This bothered me until I realized that they were legitimizing us as the only other supplier in the industry. It would have cost me a fortune in advertising and a lot of time to accomplish what they were doing with their negative press. How nice of them to help. I want them around. I am reasonably sure we can beat them and they should help to keep others out of the area.

4/18/07

11:00 PM DST – Home, NJ

Jessica and Joe's rehearsal dinner was tonight and it was a lot of fun. As I looked at my daughter and the others of her generation I realized that time had indeed moved. I hope she meets the right guy and would probably be getting married sometime within the next ten years. Something nice to look forward to, I had better start saving for her wedding once she gets out of college.

4/20/07

11:10 PM DST - Home, NJ

Yesterday was a blast. The day went well and I was determined to get home early so I could take a nap before leaving with Ben and Alex for Jessica and Joe's wedding. When I got home I found out that we had no hot water so Ben and I undertook trying to get the pilot light re-lit. Neither of us had done it before but between my son and I we actually managed to do it. Of course we were both afraid the house would blow up but it seemed to be okay.

I still managed to get about a thirty-minute nap and then it was off to Newark to go to the wedding. We were there early for pictures and had a great time seeing family and friends. The wedding itself was beautiful, well handled and went through without a hitch. There were two rabbis officiating - one from each side - and my good friend Dan was there for Jessica. He and his wonderful wife Elana stayed for the reception and were at our table. Having a rabbi as a friend means you rarely get to see him because of his crazy schedule so any time together, especially with Elana, is a great time and we all had a lot of fun. I left about 10:45 PM to go home, let Bailey out and went to sleep. Wendy and the kids stayed in Newark at a hotel for more celebrating and although it was tough I got up at 4:00 AM this morning and went through my regular routine.

Except for the workers outside my office window today (they are redoing our deck), it was a nice peaceful day and I spent part of it selling our new product line. I did get a chance for two naps. Actually, I had no choice - I was so tired I was falling asleep at my desk and then left to play tennis with my brother. The weather here has been extremely rainy with a big storm over the past week but today was gorgeous - 72 degrees - and we played outside on the green HAR-TRU surface. It was one of those special afternoons I dream about during the winter. The weather was perfect - we had a brief rendezvous with paradise.

Afterwards I went home and had dinner with my in-laws (who are leaving in the morning to go back home to the Berkshires), my wife and Alex. Kayla was at her boyfriend's and I ended up picking her up. We are still trying to work out a trip to Paris for Alex as his graduation present. Ben might come also as his college graduation present but it is still in the air and I'll try to book everything tomorrow night.

We have been getting more business from Mexico. It is time for me to go back there as well as Arizona so I will try to do that early next month. I have to get to California but will try and push that to July. My schedule is filling up quickly as I am spending so much time selling and seeing people.

As I'd hoped, the game is having a great impact on people, helping to pave the way for the advertising for the new product line. It doesn't matter if anyone plays it - the branding of our company is what

counts. I hope that doesn't sound conceited, but the more people hear about us, the more they will be inclined to trust and buy from us.

I am on the next set of edits for the new book. We hope to be on press in late May for distribution in June – another vehicle to help market the new line of products. I want to keep our name out there as long as I can without over-exposure, which is one reason I am emailing so much and not making phone calls.

4/21/07

11:10 PM DST – Home, NJ

It was a beautiful day today and I went to temple, biked with Uncle Dave, edited the new book and then went with Wendy and Kayla to Joe's parents' house for a pizza party to close out the wedding celebration. It was fun with a nice amount of people. Four of us played Ideal Challenge and I did not win (so much for me being the creator of the game and thinking I should triumph.)

4/22/07

9:57 PM DST – Home, NJ

The new global warming game is giving me some interesting mental trouble. My tendency towards internationalism is coming out and I am having some trouble focusing. At this point I think it will center on the United States and the ability of money to influence large corporations, politicians, nonprofit organizations, unions and local and national government. This is starting to lean me towards non-positive ideas like influence pedaling, bribery, scandals and various types of manipulation, all for the common good but still a problem. I look forward to seeing how I figure this out – so far I have not.

Today was fun. I played tennis with Ira, went biking and stopped by Phoebe's, but she was not home.

I dropped off and picked up Kayla from work, ran some errands, left my clothes at the office and checked my email. I checked on a possible flight and a hotel for the Paris trip. I called my parents to go over and see them but they weren't home. I helped to make dinner, did some editing, relaxed with my wife for a while and now I hope to go to sleep.

4/23/07

9:44 PM DST – Home, NJ

I got slaughtered again in tennis – life is normal – but it was a good game. I spent part of the day getting ready for the trip to Ciena in Maryland. Mike is coming with me. Since I have to be home for Kayla's confirmation we can't stay for the golf outing but we can do everything else which will get us most of what we wanted. We will go down early on the 14th after my tennis game, go to the night reception, the morn-

ing meeting and be on the road by late morning.

My partner Ben is coming in on Monday. I worked out his pick up from the airport, his hotel accommodations and I tentatively hired a part-time salesman for New England. We will finalize at dinner next Tuesday. I hope to have the samples of the ATCA front and rear panels this week so we can get them ready for the calls. Ben should have some with him also.

Wendy, Alex and I went to the museum in Newark for the Congressional Art Competition for High School Students. It was a great honor for Alex to have a piece selected, he is a wonderful artist.

I booked our flight for Paris. We are trying a new airline, L'Avion-I hope it works out. I will finalize Alex's trip tomorrow. He is flying with one of his friends on another airline. Then I will take care of the hotel. I hope it is a fun trip for all of us. The U.S. dollar is dropping in Europe, which means our goods are cheaper to export. This could be good for us in trying to get into their market, but bad for spending money over there.

It was very warm here today - high in the upper 80s - it should be cooler as the week progresses.

I have been emailing people about the new product line. Along with the CDs and games, we have been hitting them pretty hard. I don't want to overexpose us.

I had a great idea for a panel with no gasket. I showed it to Mike, Vinnie and Dave. Unanimously they hated the idea. At least I am not surrounded by "yes men." Maybe I can use a variation for something else later on. No one said inventing would be easy, but it is usually fun.

4/25/07

9:50 PM DST - Home, NJ

I have been making preparations for my partner Ben Meng's arrival next week and the time slots are filling up quickly. With the ATCA Panels he is bringing plus the other samples we have quite a lot to show our customers. In addition, the new A-L color palettes will probably be ready and they too will be of interest to everyone we see. We spoke to the engineer involved and she wants to use their designated latch as opposed to our design which would have saved money, but there is nothing more we could do. We have a meeting scheduled for Monday where she will introduce us to the new North American buyer. We should have the revised drawing in a few days and we can go ahead, make modifications and then make new prototypes. I am hoping for approval by mid-summer (if not before) and getting orders.

In the meantime we will modify our latch for other jobs on hand and hope we can sell it. We have other parts pending with new drawings coming so a lot is happening.

Next week we go into A-L to see if we can help with the world re-

branding effort for their merger. It could mean a lot of business for both IJUS and IJX.

I went to go see a friend of Uncle Dave's today. He manufactures screws. His plant is old, his building is old and he is having a lot of trouble competing with Asia. I advised him to stop manufacturing as soon as possible and sub-contract to Asia. I offered to help. No word from him yet. It is a tough thing to change so radically and most people can't or won't do it. I feel for his position, but it is either change or fail.

4/28/07

4:28 PM DST - Home, NJ

I write before you unshaven. Normally on Saturday morning I shave before going to Temple but I drove Wendy to the airport to go visit our son Ben in Cleveland so I did not bother. It is strange here because Kayla left for a temple retreat yesterday, Alex has gone to New York City to visit a camp friend for the night and it is just Bailey and I. We have fun together so that is not a problem – it is just very quiet. I went biking with Uncle Dave after I dropped off Wendy and it is becoming apparent that I am starting to slow down a little in the physical area. I cannot do what I used to in the time it used to take so I just have to live with the fact that I am getting a little older. This is not a big problem as long as I don't gain weight, so I have to be careful about that. The rest of me, while feeling more tired than before, is still very good so I have no complaints at all. Being older means you are not dead so I am much happier with the former than the latter.

The president of our Xiamen facility, Ben, comes in on Monday and we have lots of customers to see and things to talk about. I like him and look forward to spending time together with him. Wendy is due back on Monday, Kayla and Alex arrive tomorrow so things won't stay quiet all that long.

I asked Uncle Dave a question: if he could go back in time to when he was eighteen years old and could find out how his life had turned out would he be happy with the results. Thinking about it more, I would have been happy with almost everything. I am extremely fortunate – I know it and try to help others as well.

I wonder if I will hear from the man I met in South Africa. I sent him my latest CD and book and offered to teach my course about entrepreneurship there. It would be a grand adventure.

Going around the world teaching classes, talking with people and sharing my experiences would be stimulating and I could spread some good and help some people avoid some of the mistakes that I made. I have been editing again – I want to be done within two weeks. It will be good to release the book and should give us more exposure, help push the new product line and sell labels. I will never forget that labels are what has gotten us where we are and I hope will always be a profitable,

interesting part of the business.

We are branching out in our product lines thanks to IJX and are now selling things like screws, injection molded and machined parts, and other kinds of products that I do not think we would have been competitive with here but can do well importing from China. I am extremely happy I met Ben and we created IJX.

4/30/07

9:51 PM DST - Home, NJ

I played tennis this morning. My back was hurting - it felt like there was an ice pick sticking in right above my left hip. I think it is the sciatic nerve. I have had this pain before and most probably will have it again. I kept going and played well. It did not bother me much the rest of the day.

Our accountant Gary was in today. Everything looks good.

Ben arrived from China with good news regarding their crew and finances. There is nothing stopping us and if we fail it is my fault. Vinnie, Ben and I are on the road to New England tomorrow - I look forward to the challenge and feel we are ready. The panel for Ciena looks great. We will send a sample the end of the week. This marks the last entry for the first third of the year. Amazing it has gone this quickly.

MAY

5/1/07

6:48 AM DST - *In route*

Sixty-three miles from Warrick, Rhode Island, the location for our first sales call at Pentair.

I got up this morning at 3:00 AM and met Vinnie and Ben at Ben's hotel. Everyone was ready and except for the first missed turn on my part, everything went smoothly. Getting out early was the best thing we could have done as we breezed through the George Washington Bridge and the Bronx with virtually no traffic. The sunrise was magnificent with colorful clouds spreading out over the skyline. It turned into a cool, brisk New England spring morning as we wind our way through Connecticut. We have a busy day planned. I had just finished my breakfast of oatmeal, raisins, cinnamon and banana, and as usual got some on my suit. You would think I would have learned to be more careful, but obviously not. I cleaned up as best as I can with water and tissues. My suit jacket would probably cover the rest.

5/1/07

8:52 AM DST - *Westford, Massachusetts*

We got up to Rhode Island in good time; there was little traffic. So good in fact, we were more than an hour early for our 9:00 appointment. We filled some of the time by finding some cold medicine for Ben who was not feeling great. The call to Pentair went well and they are interested in our new ATCA front and Rear panel designs. We will need to make some changes, but they said they would help with checking the design and compliance testing. We will have prices for them later in the week once they send us some needed gasket information.

We then went to Alcatel-Lucent and also received a positive view of our new panel design, our company in general and the willingness to bring these new designs to quick applicability across their systems.

After that, we checked into this a very nice hotel, The Westford Regency. We had stayed there before and when we went to Motorola.

Our contact there stressed that our timing for our new product rollout worked well for them and that we should take advantage of the chances for new ideas throughout most of their system right away. This will entail a trip to Arizona, but I figured on that anyway.

We had hoped to see one of their part-time designers at the same time who may work freelance for us converting metal panel designs to plastic, but we called him afterwards and are meeting him tomorrow morning after one other customer.

After that, we came back to the hotel and had dinner with a potential sales rep for New England. We have known the man for a long time and he had even worked for us. I will need to make my decision on him soon as to whether he will be a good addition to our team.

After dinner, as I was finishing my exercising for the day with an additional walk I found out, through my wife, that one of my cousins in West Virginia has an inoperable brain tumor. I called my mom who was close to him. She did not sound great. His prognosis is not good and they are trying to keep him comfortable, never a good sign when the doctors talk like that. I will always remember him as the man who came to visit our family when we had a little bungalow on the Delaware River in New Jersey when I was a young boy. He had a nice smile which he used frequently and I always remembered him as a happy man. I hope that he recovers and if not, then that his end is not painful. It looks like we only have two calls tomorrow and then we will start on our way home. We may get there in time for dinner.

I like walking around up here, the fragrance from the pine trees reminds me of my youth and the Adirondack Mountains in upstate New York. Vacations there were a blast and we had a lot of fun as a family whenever we went.

5/2/07

1:09 PM DST - *In route back to New Jersey*

I got up this morning and after working out and eating breakfast with Vinnie, we were on our way to Mercury Computer. The two engineers that we met liked our panel designs and thought that they might be able to use them. We agreed to have pricing for them later in the week. Then we continued to Motorola.

We met the designer we had missed yesterday. He brought up some good points about some possible modifications needed and also what type of price points we would need to hit. We hope to utilize him in the near future. We left for home.

We should now be able to get most of the kinks out of our design so that the next set of prototypes should function well. We still need to make our own handles and learn how to make gaskets if we are going to truly become a force in this field.

Wendy is out to dinner with her friend tonight and I will probably get sushi to take out. It will be good to be home.

5/2/07

9:55 PM DST - Home, NJ

I got back to the office about 4:00 PM and started catching up on my email. Since we have the plant in China people are now asking us for really unusual products and the price requests are usually needed quickly so we are now giving out estimates. Having IJX as a back-up is fantastic and has enabled us to really spread our wings.

Going into the customers over the past few weeks has been so much fun and an almost constant adrenaline rush. We see them view our products, our potential and our commitment and they are as excited as we are at the new areas that we can move into together. Tomorrow, Ben, Vinnie and I have more calls in the morning and then Ben and I go off together in the afternoon. It is all very exciting.

5/3/07

10:06 PM DST - Home, NJ

Today was amazing. Ben, Vinnie and I went to Alcatel-Lucent and we were told that we would be in charge of their official color palette for the whole corporation. This should be good advertising for us as well as put us in a great position for further work. After that, we spoke with the person in charge of one of the panels on which we have been working. We were supposed to get the final drawing today, but have not yet. We may or may not send in the final pricing tomorrow depending also whether we get them.

Then Ben and I went to Alphion Corp. and showed them our new panel designs as well as other product lines.

Ben and I have one more call tomorrow to try and get the Andrews Corporation account so we can help them control their labels for here and China. After that, Ben's brother Wayne will pick him up.

Clair and Rina will be coming to the U.S. for a two-week visit soon. They both were granted their visas. I am enjoying our new product area, am learning a lot and it seems to fit all of us well.

5/5/07

8:54 AM DST - Home, NJ

The effects of our dog Bailey rolling in some type of garbage last week are still a little apparent. Perhaps it will be funny in retrospect even though it wasn't then. I was in the office last Thursday and got a frantic call from Wendy that Bailey had rolled in something. She was horrified that my partner Ben was coming to dinner so I said I would handle it. Ben and I left the office and when we got to my house, Bailey was on our porch full of some fecal matter and smelling terribly. I wrapped him in a towel and all you could see of him was a mass of four flailing legs wildly trying to escape. I then gave him a bath with anti-bacterial soap, which he actually did not seem to mind. Most of the

bad smell and grime was gone. Having a dog is always an adventure, especially one with the personality and determination of Bailey. But, we love him anyway.

He still smelled this morning so we took further action and hopefully the situation is now in the past.

I picked up Ben from his hotel yesterday for our last sales call and unfortunately, the man we went to see was not there. He had apparently thought that he had emailed me the cancellation, but I never got it. Somewhat annoyed, but resigned to the fact that these things have happened in the past and will happen again, I dropped Ben back at his hotel, bid him farewell and we planned to meet again in Asia in September. Later, I corresponded with the same man and everything is okay.

It is strange thing in sales and in life. Sometimes when someone does something wrong to you, such as miss a meeting or neglect to do what they say, you have to make them feel better about the situation or they will avoid you forever. You have to clear the path to make future communication not only okay, but preferable and then things can proceed. If you stand by the idea that they were wrong and it is their problem, then you might get the satisfaction, but further interaction will probably never happen. In sales, you have to be in charge of the overall communication and relationship. It is up to you to keep it on the level where business can be conducted so that everyone can win. That means sometimes putting your own ego, sense of fair play and most other things on hold in order to achieve something. Occasionally though, people cross the line of what you can tolerate and you can either explode, which sometimes clears the air, or leave. The decision is ultimately yours since you are the facilitator, but customers are difficult to get and you never want to give up when there is a chance to stay in and make everyone a winner.

5/6/07

5:40 PM DST - Home, NJ

I spoke with Uncle Dave yesterday and he told me that he had decided to ask his long time girlfriend (eleven years) to marry him. He called to tell only me so he would be sure to go through with it and sure enough I got a call today that he did. I am very proud of him and happy for the whole family. I asked him how long the engagement would be and he said he did not know. I hope it is not as long as the time they went out.

I had sent a proposal to Jeroen at Lencon to create a new IJUS division for industrial design. I got back word today via email that they were interested. It will have to be worked out, but could be good for all sides. I have wanted to branch out into the design area formerly and this will give us our chance. We can use the services of Lencon for Europe and possibly even Asia and North America. If they are too busy, we have other part-time engineers who can work from this side.

The idea was very exciting and should help move the flow of potential printing and injection molding right into us.

I started packing for New Orleans today. I am determined to finish the next set of editing for the book and move onto the game.

The weather is beautiful here in New Jersey, a lot of sunshine and cool temperatures. I hope to start planting some flowers in the next few weeks.

5/8/07

5:42 AM DST - Newark Liberty International Airport

I am in the Continental Airlines President's Lounge waiting for my flight to New Orleans. The Environmental Summit is being held there and I am a board member of the EPA Performance Track Participant's Association. We will see first hand what is on the cutting edge of this country's environmental situation. There has been a great deal of media coverage on Global Warming and I am very happy to see it happen. I had hoped that our organization and the EPA Performance Track Group in general would have embraced the idea of reducing CO2 limits months ago, but that did not happen. Unfortunately, I find myself becoming increasingly frustrated with this group as I do not see them being in the front of what is happening now. I understand their charter is to recognize and promote those companies with the best Environmental Management Systems in the Country and try to migrate their systems to other companies. But, we do not seem to have any traction as a group. We do not seem to be doing anything in an arena where so much can be done. I think we should be rallying our members to be in front of the global warming fight, to become leaders in the quest to reduce carbon emissions, to be pioneers in finding new technologies to help combat the problem and to spread the word that the problem is not a lost cause. We as a group can make a difference.

Perhaps it is a case of big versus small company. I don't see progress and I am frustrated that I have not been able to make more of a positive impact. It is with those feelings that I go down to New Orleans. My board seat ends with the finish of 2007 and I will probably send Vinnie to most future meetings. While I still want to be a part of the support programs, I think my time might be better spent in other areas. On the environmental and global warming front, I am finally ready to launch into the Global Warming Game, which I feel can make an impact if completed correctly. I think that I have the layout for the game in my mind and am ready to surge ahead. I also have to get the rest of the editing of the book done and write the May Newsletter. A pretty tall order, but I hope to get a lot done by the time I get home on Thursday.

I have been to New Orleans before. I hope it is not too hot and humid.

Unfortunately, I do not care for Jazz, partying or the ambiance there and I do fear for my safety if I go walking. My goals for the next few days in those areas will be small, which include staying safe, getting some good food to eat and getting a lot of work done.

As I tell everyone: I am not a "party animal," but at least I can joke about it. The best of New Orleans will probably be wasted on me, but I am still hoping to have a good time.

It's time to get ready to go find my gate.

5/8/07

9:26 AM CST - *New Orleans, On my way to the hotel*

The first time I was in New Orleans was about 1982 at a Young Republican Convention where I fell in love with a member of the New York Delegation. She was smart, beautiful and Catholic. I mention her religion as I am Jewish and we could not get past that part and soon after stopped seeing each other. It was also the scene of a potential fight where another male member of her delegation did not like seeing my advances toward her and threatened me. He was much bigger than I was. He grabbed my tie and almost lifted me off the ground. I calmly told him to let go of my tie or else he would have the fight of his life. He did let go, but the entire experience was not a pleasant memory.

Fast forward to a few years ago and I was back here again to speak before a group of the Industrial Design Society of America. While nothing bad happened, this was not a good place for someone who did not care for spicy food. My most vivid memory was trying to get something to eat the night before I left.

So here I am again. I am hoping to have a better time than my previous trips. I also brought my swimsuit and the weather is beautiful so maybe I can get into the water.

5/8/07

3:06 PM CST - *New Orleans Sheraton Hotel*

The conference has been going well and I have seen a bunch of old friends.

While listening to a group talk about Hurricane Katrina and their efforts to head off some of the problems, I was amazed at how much preparatory work and training had occurred before the hurricane. It sounds like everyone here did the best that they could with the resources that they had. I asked one panel leader later why they wanted to re-build. Why not buy the flooded areas from the people who owned the property and make it a wetlands and national park in those sections that could flood again. His answer was they did put a proposal like that before the government and nothing was done about it. The worst

part was that by doing that it would have cost less than what they are doing now. It seems like another case of bad judgment by our elected leaders.

5/8/07

10:51 PM CST - Sheraton Hotel New Orleans

I spoke to one of the highest ranking people of the EPA about the question I asked and he said that there wasn't a proposal like that brought before the government. It seems that there is a difference of opinion. It is too late now anyway.

I went walking with two friends, one from the EPA and another a PT member. It was beautiful going along the river. I noticed, however, that there was no one fishing from the shoreline. I knew that there were fish because I saw two jump in the water and it remained a mystery as to why they were absent.

I was invited out with a large group and we went to Brennen's, a local fancy, famous restaurant. It was a lot of fun and the food was good. One of the EPA people there had been reading my latest book and was interested enough to ask me questions about some of the situations where I had not supplied enough detail. It was fun and very flattering to be asked and I found it fascinating how good a grasp he had on my life and family through my books.

I am getting rolling on the game. My notes are increasing and I am getting excited about the overall project. I have most of the May newsletter finished and am also closing in on the last of the editing of my book. I called Wendy. I miss her, the kids and Bailey, but take comfort when I wake up tomorrow I will be going home the next day.

We got word today that the big Filler Panel order for Alcatel Lucent will not happen. This is highly unfortunate, but not surprising since they would not allow us to use the substitutions we had originally asked to use. There is a niche market in the custom panel area. We just have to find it.

I have the choice for tomorrow of getting up at 5:00 AM, exercising and then starting my day or sleeping in and exercising later in the day. I will probably get up early, but I am not sure yet.

I really like the people here. I have known some of them for a while and they are high-grade and make a difference.

5/9/07

6:05 AM CST - New Orleans - Sheraton Hotel Gym

I am working out on one of the stationary bicycles.

I look forward to biking this weekend with Uncle Dave.

I am listening to my son Ben on my iPod; I love his music because it makes me feel close to him.

5/9/07

10:18 AM CST - Sheraton Hotel, New Orleans

As usual, I decided to get up early and after a great workout, headed down to the Summit. It has been very interesting since I have gotten an alternate view of the problems with Hurricane's Katrina and Rita. It is very different from the reports we got via the media. For instance, most of the people they put into the Metro Dome would probably have died had they not been put there. Everyone there was searched and there were no guns, it was heavily patrolled with few disturbances. They evacuated over one million people in less than two days (a record) and it was during the worst naturally occurring disaster in our country's history. The storm was roughly the size of the Gulf of Mexico; it was enormous. The EPA had over a thousand people helping here from all over the U.S. During the first few days, they were even doing search and rescue with their boats. The head of the local Homeland Defense discussed how much preparation they had, they knew a problem was coming and they trained for it. Unfortunately, the infrastructure itself, the levies and other walls gave way much more easily and quickly than anyone thought would happen. This was one of the big reasons for the trouble. You get a much different perspective from the people who actually lived through it.

We also had a Performance Track Meeting during which I found out that only about half of our members who had responded to a survey thought having an Environmental Management System and being in PT helped their bottom line. I felt this was a ridiculously low percentage. I offered to reword the survey question to see if it could be resubmitted and increase the percentage. The powers that be were enthusiastic to my suggestion and I submitted a revised survey section for that area today. If it is accepted, I offered to look at all of the questions. Often, it is how something is phrased, which determines how the answers will come back. I went for another walk through the French Quarter and I have to say that I had a really good time over the past few days.

I am very glad I came, but next year when I am not a board member of the PTPA, Vinnie will probably come alone unless of course, we have a game to launch and want to do it here. Then maybe, we will both come. It will be in Baltimore so we can drive there.

5/10/07

8:31 AM CST - New Orleans Airport

I woke up this morning at 4:30 AM and it was not easy. I worked out, had breakfast and really enjoyed the mango I added to my oatmeal, banana, cinnamon, nuts and water.

The cab driver from the airport was from Haiti and had an African movie playing on a DVD player next to him. I found it interesting watching the movie in between the times dozing off as I watch the scen-

ery pass. I don't think the two hurricanes impacted too much in this area as everything seemed to be normal and not new construction. I leave New Orleans with a new sense of what went on here and a different point of view of the efforts, of the people here, and of the enormous amount of unfair publicity launched from the local, state, national and international news media. It is a good lesson for me to trust what I see and hear from the people involved as opposed to being told by reporters. I also leave New Orleans happy that I came and with the possibility of a trip back. This is a massive change of perspective from where I started two days ago.

I must remember that making the planet a better place is everybody's concern and one of the ways that I hope to do that is bringing awareness through the new game, which means I have to do it.

5/10/07

9:59 PM DST - Home, NJ

I got back to the office about 3:00 PM and spent the rest of the afternoon catching up. Tomorrow Vinnie and I go to Alcatel-Lucent. I submitted our proposal to start an Industrial Design Division for them. I hope that tomorrow we can go over it with them and see if it can happen.

5/13/07

12:39 PM DST - Home, NJ

Friday was a wild day. Vinnie and I went to Alcatel-Lucent and found out that there was a new person in charge of their corporate color program. Regardless, it looks like we will stay in charge of the integrity of the colors, responsible for the color palette sheets to print and basically be in charge of printed colors for plastic. This is a very big deal and I am hopeful that we can retain our control over it. Regarding Industrial Design, there seems to be some shifts happening. We will hold off for a while in our efforts to be designated a world supplier for this area and hope it goes our way.

My son Ben came home last night and looks wonderful.

Today after Temple, Ben and I went riding and talked about life. We also talked about doing some joint projects together utilizing his sound and recording skills. I would like to make a CD of my Dad with him talking about life and the lessons learned with me. We would call it "The Wisdom of My Dad" and probably send it out with the new book due out in June. I think that it would be a great combination. I will see him tomorrow when I take my mom and him out for Mother's Day and will ask him then.

I have three other CD projects in mind but the people involved have to show definite interest before I will put in the money and the work.

Tonight, Wendy and I drove Kayla and her boyfriend to a sweet

sixteen party for one of their friends. It was about thirty-five minutes away and we drove through some unsafe neighborhoods. I resolved to find a better route and before I went to pick them up tonight, I checked the Internet and figured out a better way. I still got a little lost, but we were fine.

Keeping your own kids safe is a priority, but being responsible for someone else's child is an entirely different matter. I was very happy when the alternate route turned out well.

I started getting ready for Monday's trip and finished most of the work needed this afternoon. Traveling for a few days, three weeks in a row is a lot and I am more tired than usual. By Wednesday morning though, the rest of the week should be somewhat normal.

I am now scheduling a trip to Mexico in early June and maybe Arizona. Mike, Vinnie and I will all probably be out on the road pushing the new product line. I look forward to the challenge. Sales are ahead of last year.

5/14/07

8:15 PM DST - *Turf Valley Resort, Maryland*

Mike Valentine and I drove down from New Jersey today to Ciena Corp. in Maryland. Our goal was to visit as many customers as we could. The calls were all positive and we even met a few new people. Afterwards, we came here to the resort where Ciena is holding a Vendor Meeting tonight and tomorrow. The cocktail party tonight was interesting and we met more Ciena people as well as some of their other suppliers. Thus far, we have not seen any of our competitors. Tomorrow is the big assembly. After a quick lunch, we will drive home as I have to be back for Kayla's Confirmation service. It is not a problem as I want to be there, but it also means that we will not be staying for the golf tournament.

I think Mike is having a good time watching how I interact with the customers and going after more contacts and business. I have high hopes in his selling capabilities and want to give him as much backup as possible as we start to send him out into the field on a larger basis. He seems to like being on the road and I hope that it continues. I actually went for a swim late this afternoon. They have a wonderful inside heated pool and I really enjoyed being by alone for a while and listening to the soft New Age music that they had playing.

I have to get our New England sales rep Chris going in other areas besides the stock replenishment program for which we hired him. We are already paying him so I am only harming us by not moving faster.

I think Mike is also seeing first hand the power of our books and the game as people here were mentioning them today. It helps to separate us from everyone and that is so important when trying to brand and market our company. It is something that he has to experience in

person so I am glad it happened today.

It is time to try to call Wendy again and say goodnight.

5/15/07

10:12 AM DST - Home, New Jersey

I got up at 4:15 AM exercised and walked around the resort. It was pretty in the early morning. I had breakfast and then met Mike to go to the suppliers meetings. Most of these meetings are similar: the customer tells you what is happening, where they want to go, how you are all partners and what they want you to do to help them so that they can give you more business. In our case, we had already set-up the supply chain in Asia with IJX and we were working on a major cost reduction for them with panels so I figured we would be fine. As it turned out, that was the case and we even got a supplier award. Although we could not stay for the gold outing, we did get a nice lunch.

The ride home to the office was fast and uneventful. I got caught up and had my car washed before going to our Temple for Kayla's class's confirmation. In the reformed Jewish religion, teenagers are confirmed at about sixteen years old and complete a life path that they began after their Bar and Bat Mitzvah's. It is a period of great transformation and growth for them and this service recognizes their further development as young adults. It was a very moving and beautiful experience, which took place after the families all had dinner together. It was also a wonderful way to spend the evening with Kayla and Wendy. Then Kayla drove me home. She did well; her driving has been improving.

I fear that I may have been too pushy with some of our potential customers in Europe. They are not returning my emails or phone calls. Unfortunately, sometimes I am too aggressive, but I do not think that I will change my ways. It has worked well overall.

5/17/07

9:33 DST - Home, NJ

In the game of international business, I am starting to learn the rules. The old days of solid lines of communication, purchasing, power and structure have broken down because the buying has become global. What you did last year or even yesterday has less to do with the lowest price, fastest delivery and necessary quality. There are less rules and it is more like the old west. If you can't find a way to do something better, cheaper or faster, then loyalty will not save you for very long. With our new areas of injection molding, outsourcing in China, assembly and being able to re-engineer, it seems to correspond nicely with our contacts through traditional areas of buying. The pressure to buy for less is creating a market that is perfect for a smaller company that is not

afraid to take huge chances to move into new markets. In other words, for as long as we hold our feel for the marketplace, are willing to use our brains and have the guts to go where we haven't, we will have an unlimited playing field to attack. That of course is combined with how long we can take the stress that is bearing on us. Yes, I eat ant-acid tablets, yes, I am exercising myself to an extent that might not be that great, but the exhilaration of playing in this game is so intoxicating with the potential payoffs, it is virtually unthinkable to retreat. Therefore, with the support of Ben and both IJUS and IJX teams, my family and friends we will keep moving ahead. We have to keep finding better ways to build things, substitute less expensive materials, change processes, and be more efficient. We have to utilize our contacts to get to areas for which we were never considered before. It is like a giant game of multi-level chess. The customer does one thing and we do another. A competitor makes something one way and we counter with a better method.

We have to score some of these big projects soon. We need to be able to prove that we can do it and deliver on time and successfully. We will not get many chances and we have to do it correctly the first time. As I said, it's a lot of pressure.

5/18/07

11:15 PM DST - Home, NJ

Today was great. I played tennis with Ira early and then headed back to the office.

My appointment with my urologist was postponed because he wanted a flow test and I did not know that. I was not prepared. It is supposed to happen next Friday. I had lunch with a former customer who is now selling for a large munitions company. I told him how brave I thought he was to go from an engineering job to a sales job. He was pleased. I hope that he has what it takes to make it. People in sales are valuable; if he can do it, then he will be worth a lot more in the marketplace. Then it was back to the office again and my old best friend Hal from college was coming. He was delayed, however, which helped me because I had work that I needed to do and he got to my office at about 5:00 PM. We had not seen each other in at least fifteen years, but he pretty much looked the same. As we began talking, the old camaraderie came rushing back as if we had not been apart at all. We talked about family, friends and how life had been since we left college about thirty years ago. He is still the same highly intelligent, understanding and charismatic person that I remembered. We spoke about a girl that we both knew in college and how she would not go out with me, but wanted to be friends. I mentioned how much better that turned out because if we had dated, it would not have lasted. As it was, we became very close and I got to learn a lot about women in general from being

around her and her friends. I wonder what happened to her; I tried unsuccessfully to find her on the Internet to say hello and find out how her life went. Probably just as well. If I was meant to contact her, then it would have happened. I am a believer in fate and trying to let some things be is sometimes the best way. After we finished our visit, he was off to go sing in a choral society of which he had been a member for years. I went to pick up Wendy to go to Kayla's actual Confirmation Service. It was mostly run by the class themselves. During it, I was suddenly brought back to my own experience more than thirty five years ago and I thought about me then and her now. Kayla is great and I am not the only one who thinks so. It is an honor to be her Dad.

5/19/07

11:36 PM DST - Home, NJ

My wife has to go in for some minor surgery. I postponed my trip to Mexico, which is now scheduled for June 15th and June 16th. The people involved were really nice about it. I can get to Monterrey in only two stops so I should be able to leave early enough on Thursday to make my calls and still get to Guadalajara that night. I will make calls on Friday and then fly home Friday night.

Today went well. After Saturday morning service, I rode my bike in the soft, intermittent, springtime rain. I was dressed in my rain gear so it wasn't a problem. Along the way, I think I finally figured out how to do the global warming game. I hope to work on it tomorrow. I will divide the game into sets of questions entitled knowledge, luck, and perseverance. The global energy traders will be awarded carbon credits based on their reactions to the various questions. Now I think I can start.

Tonight Wendy and I went to dinner and then saw a movie, through which I wished I had slept, but unfortunately, did not. Not a problem since being with my wife on a date is good and I really liked popcorn and diet soda. I also bought flowers today and started planting. I love the vibrant colors and look forward to watching them grow, which today's rain will help. I still have a lot to plant and I hope to be done tomorrow.

5/20/07

9:13 PM DST - Home NJ

I just sent an email to Ben regarding my plan to hire summer help both to help with the global warming Game and also the entrepreneurial program that I hope to launch in China. I believe that the Chinese economic boom will create a massive vacuum for young people who want to start their own business, but have no way to do it. I plan for

IJX to offer them the infrastructure and guidance to be able to launch with us acting as mentors and supporters in all areas. We'll get 60% and they'll get 40% of the company. All they have to do is guide and sell their product; we will take care of the money and everything else. I am anxious to hear Ben's reply.

As for the game, I started tonight. There will need to be a lot of research for the questions.

Today I played tennis with Ira. We also discussed how to handle Father's Day. That eventually got settled later in the day when speaking with my sister. She will have a barbecue with all of us. I also went for a walk and then planted more flowers, which look beautiful. Then I went to see my mom. I had offered to bring some of the flowers over to her. My parents' live in an apartment, which they love and have a little space to garden on their outside patio. It was wonderful to be gardening with my Mom.

Since my Dad was singing in a Choral Concert, I actually got my mom alone, which is rare since they are usually inseparable. I got to talk to her about her parents and other relatives. We were getting ready for the taping of the CD that we are doing about my Dad and her. It was fascinating to hear about her mom and dad and other people I knew virtually nothing about. I look forward to the taping and I hope to learn a lot more about both of them. Our family has a long history and I would like to know more than I do.

I am not traveling this week because we have a three day quality audit starting Tuesday. I am not dreading this. In fact, I usually find some parts of it interesting and as I always say, if the auditor finds a hole in our system, then we will incorporate it and I will make more money from the increased efficiency.

5/21/07

10:00 PM DST - Home, NJ

It was a day of extremes. I played tennis outside today. The weather was gorgeous and as usual I was beaten. Playing outdoors is much tougher on my body then the hard courts indoors. It doesn't make sense since you would think that the Hard-Tru courts would give more when moving. I find that they take much greater effort to play on so I am sore.

I spend most of the day getting ready for the ISO audits beginning tomorrow, general paperwork and planning my trip to Mexico in June.

The questions on the global warming game are coming to me relatively easily since I finally got the basic format completed. My eldest son Ben came home for the summer. It will take some adjustment on all of our parts. He has not been home for more than a few weeks in years

and I have to be patient. He is not a child anymore, but on the other hand, he has to be able to work within the family unit. As I said, it will take working together on all sides, but I think that it will turn out to be fine. The schedule for the new book is to be done in June along with the new CD, which is to be recorded in two weeks. I am excited about all of it and business is about 11% ahead of last year. The panel prototypes all have to be modified more. We are learning a new area and are making mistakes. I am hoping that I can travel a lot within Europe when we go in July. Wendy is okay with it.

5/22/07

9:52 DST - Home NJ

Our ISO 9001-2000 was in for the first day of the tri-annual audit. He will be here at least until tomorrow. Joe is a great auditor and really knows his trade. I, however, am very confident in our system. With that idea, I violated the first rule of being audited, which is never to let an auditor roam around unescorted. I wanted to take a nap because I was tired and I try to do so every day. He went off on his own through the plant. Up until that moment, he had not found anything that was a problem. After I woke up, however, he did find something and after some discussion, he is writing it up as an observation as opposed to a non-conformance. An observation is something that is easily fixed at that moment whereas a non-conformance is something that needs to be documented and is checked the next time the auditor comes. I rate how well we do by the number of non-conformance reports. I wonder if I will take the chance and nap tomorrow.

5/23/07

10:33 AM - Office, NJ

I think that the market in China for labels is quickly becoming saturated. There are a lot of Chinese printers with more coming and I have no desire to go after that as it will have increasingly falling profit margins. I would rather leave the bulk of that business to be fought over by others. I believe that we can focus on the higher profit label business in the U.S., Asia and Europe. We can stay in our niche area. I want us moving towards other markets where the profit margins are much higher. We started in China as a label company and I expect us to always make labels there, but there is no reason why we can't expand it into new product lines. Business is good for both IJUS and IJX and we have the time to seek out some new markets and directions.

5/23/07

10:04 PM DST - Home, NJ

I started work tonight on the application for people for the "new company" program. The objective is to find entrepreneurs worldwide.

Here is the initial application. I am sure that there will be many changes.

Application for "Start Your Own Company"

Where:

Where are you?

location for your product/service local, regional, Country, Asia, world

where for manufacturing-does it matter local or foreign

How:

Did you come up with the original idea?

Was it your idea?

Did you define the marketplace?

How do you plan to service it?

How will your product/service be made?

How do people benefit from it?

How do you benefit from it?

How much do you want?

How fast do you want it?

How long will you keep trying?

How hard do you want to work?

How much is enough?

How much work is too much?

Define winning

Define losing

Define success

Define failure

How well do you communicate with others?

How much money do you earn now-are you a student? What year?

How successful do you think your company can be?

Why:

Why this produce or service?

What happens if your idea works?

What happens if it doesn't work?

Why do you deserve this chance?

Why do you think your idea will work?

Who:

Who are you? Define yourself.

Your background

Your goals

Your family

Your education

Who inspires you?

Who do you inspire?

Who are the people who define your market?

Who do you live with now?

Are you in good health?

Are you happy?

Do other people like to be around you?

What:

What do you want?

What do you want for others?

What languages do you speak

What do you like about yourself

What don't you like about yourself

What is your idea for a company

When:

1. Are you ready to begin?

2. Can you lead?

3. Can you inspire others to follow your dream?

4. Are you willing to travel?

5. Who most influenced you?

6. Who do you respect?

7. Who do you listen to?

8. Do you want to be rich?

9. How much is being rich?

10. How will you use your success?

11. Is gaining respect important?

12. Who do you want to be proud of you?

13. Do you have a problem with partners?

14. Do you have a problem sharing?

15. Would you rather be the boss or give your idea to a company and work for them to promote your idea?

The next step is to polish it, send it to Ben, setup how we will launch and promote it, and set-up with the local universities and media for September and then move on it.

I spoke with Kayla about this tonight and she very astutely said she thought that I was getting bored and needed something new. Although this was partially true, it is something that I have wanted to try for a while. She is concerned about what happens if it fails. I said staying where you are is not safe, but a recipe for slow disaster and we had to keep opening new product lines because the marketplace was

changing so quickly. Nothing was stable and profitable for very long. She has a very good head on her shoulders.

I have also been working on the global warming game and emailed the lobbying group to which we belong for some general information to help with the rules such as price for carbon credits, and how they are issued, traded and certified. I hope that they can help promote the game once it is completed.

I am trying to get our new sales rep. going in New England. It is slow going, but he should be fine once everything is in place.

Our ISO audit is done. We got two observations, no Non-Conformances, which is a truly great effort by our staff. I am very proud of them. Business is good, which helps keep me calm with my mind on the future.

5/25/07

10:18 AM DST - Home, NJ

It is the start of the Memorial Day Weekend, the first weekend of summer. It was hot today about 90 degrees Fahrenheit and it was beautiful. I played tennis with my brother this morning instead of this evening because he did not work today. It was relatively quiet in the office as a lot of people took off early for the holiday. The hopes I had for closing some of the big panel jobs did not happen and my frustration grows. It is hard to be patient, although I know it's potential. If one goes the rest should be easier.

I went to the urologist today. When you get older (I am now 51) certain parts of the body need to be tested for various things and the urologist and I have been together for a while. I was scheduled for a 10:00 AM appointment, but I miscalculated my fluid intake and by 9:10 AM, I was about to explode so I took the chance. I went to his office early and happily he is only five minutes away. Unfortunately, they did not open until 10:00 AM and I could not wait so I rushed back to my office and told them we needed to postpone for a while until I was ready. But by regular appointment time, I was about ready again and went back. The results were okay, but not great and I had my medication increased to try to keep everything moving swiftly and smoothly. I go back in six months. I have been taking ant-acid pills again. There is a lot of stress and it is showing a bit. I am not sure whether to go to the doctor for that. I try to take very good care of myself, but I am not sure what is normal or not and I don't want to take any more pills than is necessary. As a whole everything is wonderful and I feel that we are on a good track in all areas. It is nice having Ben home, although I don't see him a lot. We have a funeral this weekend, one of my oldest friend's Dad passed away. He was a nice man; I played tennis with him once and I will remember him in a good way.

The allergy season is upon us again and last night I sneezed and

felt a pain in my throat. I sneezed again and I heard and felt something pop. Then it started to hurt a lot and has been sore ever since. I think it is slowly getting better. What an unusual thing to have happen. I am getting some strong resistance to my idea about finding entrepreneurs and starting new companies in Asia. I suppose that if I can convince everyone around me, then it really is a good idea. I am tired now and will think about it more this weekend. Most ideas don't sound great when I get this tired.

5/27/07

4:28 PM DST - Home, NJ

I have not been in contact with the office since Friday night. It is Sunday afternoon and I have not stopped by to check my email. I decided that I needed a break and will wait until after I bicycle tomorrow before going in. The world knows the United States has the Memorial Day Weekend so I am not thinking much will happen. As for our plant in China, the email at home at night has decreased remarkably. They want to prove that they can be on their own and they are doing a great job of it. The time is fast approaching that I will not be needed in day-to-day operations of either plant, which means it is now time to move ahead both for continued expansion for what we have, our new product lines and the next location, which will probably be Eastern Europe or India. The further we mature as a company, the less I am needed. It is hard to be needed less, but it is an extreme compliment that I have chosen good people and they have done the same so our organizations are strong and secure. Obviously, we can all continue to improve and that is our job that will always be part of my job description. In the meantime, less will pass through my desk, which leaves me more time to sell, market and move to new areas. It is a little intimidating, but it is the place for me to go and I will proceed forward as quickly as I can. My urge to be needed is my problem and I will not tolerate letting myself get in the way of our progress.

The father of Laurie Levy, one of my oldest friends, died a few days ago and the funeral was today. It was a graveside service and she asked my wife to help set up her house for when people came back after the ceremony. I met them there and it was sad, but still nice to see some people I had not seen in a long time. I had known this particular friend since we were in the third grade of grammar school, longer than her husband. It is nice that we have remained friendly all this time. Our spouses also get along well and they even have a home near us in Massachusetts. It is nice to be getting older with good people around us. We are now in the stage of some of our kids graduating high school, college and our parents starting to pass away. It is strange to think of your parents not being around anymore. Sad because you will miss them, but also for some of the things you wished would have happened or would not have oc-

curred. The clock is running out to try to make things as good as they can be. I try to remember that when dealing with everyone.

I am fifty-one years old and when I look in the mirror, I do not think I look old, except when I am very tired. I am sure that most people feel the same way. Others age while we stand still. It's a myth in which we all like to indulge.

Laurie's husband, Jerry, also an old friend of mine, joined me to do a seminar on Entrepreneurship at our local University where I also teach. He was wonderful and had a great time. I had sent some information for an acquaintance in South Africa offering my services to help the students there to launch their own companies. I said to my friend that if I go, I will see if he can come with me. He sounded excited about the prospect.

Yesterday Uncle Dave, Ben and I went riding. While speaking about life in general I got the idea to make my own meditation CD to help people deal with stress. Since it is Memorial Day, I started to think about our troops all over the world both active and veterans and I thought something like this might be good for them. I will make the CD with them in mind and if it turns out well, I will offer it to our armed forces to see if they think it will be of any use. It is a small token of gratitude for the sacrifices they have made. I will also offer them my CD, "How to Start and Run Your Own Company" for the retired service people going back into the job market. Maybe I can be of some help there too.

My daughter has been driving with me and is steadily improving. I think that she will be very good by next April when she gets her full license.

5/28/07

4:31 PM DST - Home NJ

Memorial Day

I never fought for my country, was never in the armed forces and never considered doing it unless I was called on in a national emergency. I view our veterans and current soldiers as a special group of people who should not only be honored and cherished for the jobs they did to help us stay safe, but the incalculable personal risks that they took, which unfortunately in many cases resulted in permanent physical and psychological damage.

I went out for my ride this morning on my bike. I was happy to see that there was a Memorial Day Parade just getting ready to start in the next town where IJUS is located. I rode for a while trying to find its beginning and when I finally did, it had already started so I had to

scramble ahead in order to watch the whole thing. It was a picture of what made America what it is. A line of marchers ranged from veterans to police to fire fighters to boys and girl scouts to all types of other companies and people just marching. It was so much fun to watch them go by and we bystanders were clapping and waving. Everyone was smiling. For that moment we were all joined by a common thread, being together, being Americans and happy to celebrate them both.

We Americans as a country do a lot of things wrong for the right reasons. I, in many ways, am just like our country. I try a lot of new things and often rush in to try to be first and in front of the pack. A lot of us are like that. We have the best intentions and sometimes they don't turn out the way we plan. On the other hand, they often do turn out better than if we had waited.

There are many times in life when making a fast decision is the best. Over my life, the amount of good that has come from my going ahead and making a decision has far outnumbered the bad. Yes, we Americans can be pushy, arrogant and think we know what is best. But when times are tough, there is no country I would rather have behind me with the people, resources, and willingness to help than the United States of America.

5/30/07

9:31 DST - Home, NJ

It was a watershed day. I got an email from Ben respectfully questioning why I was still so involved in so many day-to-day activities when I should be spending my day where I am needed most. Upon reflection, I realized he was right. I had been holding on to some tasks because I had always done them. I knew how to do them and they could be completed in a structured, correct way. In other words, they were the things that had definite answers, but I needed to spend my time on the places that were not definite like sales, marketing, our employees, relations between IJUS and IJX and building new product lines and relationships with other companies. So in affect, I redefined my position, set-up to give the ISO system over to Mike, the OSHA System to Vinnie, the day-to-day normal requests and information to IJUS and IJX to Anna, who we also offered a managerial position when she graduates with her Master's Degree in December and more authority over to Mike for personnel, finance and prepress. That meant I was now supposed to do what I am best at, which is find new customers, get more sales from existing customers and all the other stuff I have mentioned. The only problem is that the jobs I am left with are the hardest ones, no surprise there. I have already told Alice that I may need to leave earlier than before because I will not have the energy to do these tasks and stay until 6:00 PM every night. However, since I am now just doing these things, it means my day is now going to be even more spread out time-wise than before. I don't

MAY

however have to be in the office for a lot of it.

I am mostly happy about that, but it is going to be a lot more difficult work so I had better gird my loins for the road ahead.

Meanwhile, Rosalyn and Rina from IJX got to our office and they are set to start work tomorrow morning. We will start integrating Rina with the IJUS production staff as much as possible so when she returns to China, she can give more time to Ben, Alice and me to work on the bigger picture. The same goes for Rosalyn with pre-press and she is also going to work on setting up my new book for press.

I hope people like getting the new CD and book. We will send an advertisement with it on which I had better get working. They will go all over the world, which means no follow-up for everyone until the end of the summer. They usually do a great job keeping us in the minds of everyone.

5/31/07

10:00 PM DST

Rosalyn and Rina seem to be doing well and were part of a staff meeting today regarding the launch of my new book, CD and advertising piece due out in early July. My new job is a little weird and judging from the amount of antacid pills I am popping, I am not used to it yet. I am also doing a lot of selling, which adds to the stress factor. But I am exercising a lot, which helps keep me calm. I am moving to a new place and I wonder what it will be like.

JUNE

6/2/07

4:21 PM DST - Home, NJ

We planned to start taping my mom and dad for the new CD at 10:00 AM so I went biking early. Uncle Dave had hurt his back so he wasn't coming. I hadn't biked just as dawn was breaking in a while and it was very pretty. I got home and was planning to pick up Kayla from her SAT2 test, but it ran late so I ended up scrambling to get her home and to the office. My mom and dad were waiting for me; Ben had been there for a while setting up.

I wanted to talk with them separately and chose my mom first. She came off well as the nice, straightforward person that she is. Dad was next and was also okay. Ben was trying to make a perfect tape and kept stopping us so I decided that we needed to keep moving and take our chances with the editing later. Ben was a little miffed, but we smoothed it over later. Creative control extends everywhere and the next time we work together, which should be within the next month, we will set up the ground rules and chain of command beforehand.

Alex's graduation party starts soon; it will be a busy night.

I spoke with the head of an environmental lobbying group we belong to try to get some of the rules involving carbon credits. It turns out the carbon credit system is in such flux that nothing is definite yet. I decided today that I would set my game twelve years in the future so that I could make up my own rules and guidelines as to what constitutes a credit, how much they are worth and how they are transferred. Typical me; when in doubt, take over command of the situation and put in my own rules.

6/3/07

1:49 PM DST - Home, NJ

I am in my cave, a room in our basement where I write. Since I am below ground here, it is normally cold year round which is the way I like it. All of my music is also set up here, which means I can be alone with very little outside interferences whenever I feel the need. My son Ben just told me that he has already edited my mom's interview from yesterday and should be done with my dad's tomorrow. At least the first round is done. First, he edited for sound quality. Now I edit for

content and then listen to it again to ensure that it is what I wanted. Then he adds the music and we have our people listen at IJUS. If they like it, then it goes into production; we already have the artwork from a previous project. It is on schedule.

I spoke with my friend and Rabbi, Dan last night. He and his wife were at Alex's graduation party. He liked the idea of a set of CDs about various life cycle events and we tentatively planned to tape the first one (probably about death) near the end of June. If it works, we will try to make it a series and market him.

I played tennis this morning with Ira (our normal Sunday game), but we were both tired and I had trouble concentrating on the game. I went biking late in the morning with the same problem so I plan to take a quick nap and see if my energy returns to keep writing. Sometimes things catch up on me and I just have to take it easy. Today may be one of those days.

6/5/07

10:07 PM DST - Home, NJ

The selling march continues and I grow wearier as I move forward. I know the results will come and I know what I need to do. I have started leaving a little earlier because the additional strain makes it much more difficult to stay later. Still, I feel this is the right course. I had an idea yesterday. Using some of our equipment we may be able to spot counterfeit products by using extremely sensitive measuring techniques. If it works it could do a lot to help stop all type of counterfeit products. We are working on the theory. The taping from this Saturday of my parents has now been edited and Ben left me a copy to edit again. I listened to a little and it sounds really good. I hope people like the finished product. Wendy goes into the hospital for some minor surgery tomorrow and will be there one night. I am concerned, but not really scared. I will take her and stay at the hospital until it is over and she is in her room. My stomach has been worse lately and the amount of ant-acid pills has been increasing. The pills from the Urologist had some bad side affects so I stopped taking them. I decided that a full physical is in order. I am scheduled in a few weeks. I will feel better after talking with my doctor; I have full faith in him. It rained for almost a day and the flowers are beautiful. It is a nice time of year. Rosalyn and Rina have been doing well and having a really good time. Rosalyn should have the artwork for my book done this week; she has been a great help.

6/6/07

11:29 AM DST - Summit Medical Center, Summit, NJ

I am here with Wendy for a one-day procedure. If all goes well,

she should be coming home tomorrow. Having any of us in a hospital is difficult, but everyone is really nice here and they make it as pleasant as possible. I played tennis this morning and I think some of my frustration and stress was coming out judging by the speed and force with which I was hitting the balls. It is time to go into the next staging area.

6/6/07

12:18 PM DST

I just left Wendy as they were wheeling her into the surgery. She had the IV needle put in by their best person whose name was Rick and whose reputation was rightly deserved. I could see the drugs working and she was smiling, which was nice as opposed to the worried expressions of the past hour. Just before she disappeared, she gave me the secret family finger signal and I almost starting crying. The thought of losing her is something I try not to consider, but I felt suddenly alone. No worries though, in two hours they should be close to done. I will be there at the recovery area and after she wakes up, she will go to a room and then I will go home. I called my son Ben to see if he could get her medication prescriptions filled. Now I will call the office and then go get something to eat. Happily, I have a lot to keep me busy so the time should pass quickly. The people here are really nice, which makes things a lot easier.

6/6/07

4:14 PM DST - Overlook Hospital

My wife is out of surgery, appears fine and is downstairs in recovery, where I just got kicked out because there was not enough room. I think that I will be here for a while and will hope to be home by 7:00 PM tonight. I am feeling much better. I am in a nice restaurant that they have here at the hospital and am set up with my laptop, iPod and Blackberry so that I am in communication with the office. I am even able to comfortably write so everything is good.

I was able to listen to all the first raw version of the new CD with my parents and I think it is going to be great. My mom comes off really well and will need virtually no editing. My Dad, on the other hand, had a lot more taping so we will edit him more.

The meditation CD is going well and I will start to work on that now. If I have any time left and have the urge, I will move onto the Global Warming Game.

6/7/07

10:06 AM DST - Home, NJ

I picked up Wendy from the hospital and except for some nausea and fatigue, she is really good. She had a fibroid embulization. Before this procedure, many women had to get hysterectomies, but this is not

invasive and has a high record of getting good results so we are very hopeful for a good outcome. Wendy's sister was here to help take care of her this afternoon and I went back to work. It is really good having her back home.

Things in the office are going well and I am trying to show Rosalyn and Rina how we price certain projects. It is very helpful having them here to act as direct intermediaries with our China facility. For the next few years, at least, we should be able to do well with bringing in Chinese goods to the U.S. and being able to undersell U.S. companies. We can move quickly and do not charge for set-ups, tooling, molds, file modifications or prep charges so our position seems good.

Vinnie is going to Chicago on Monday to check on color tests for Alcatel-Lucent as well as at least one other company to sell. I will check on more people for him to see tomorrow.

Rosalyn has nine chapters of my new book done and as usual, I am having my doubts if anyone will like it. We will proceed anyway. This weekend, I hope to finish editing the CD, which means everything will be in production except the new advertising flyer, which I will start pushing soon. The first draft of the meditation CD will be done soon and I am fascinated about where it is going. As I write, new stuff emerges and sends me in a new direction. I look forward to seeing where it ends.

Uncle Dave called to say he can't ride this Saturday, which means I will go at my usual time. Maybe Ben can come too.

6/10/07

10:26 PM DST - Home, NJ

Wendy has been doing very well in her recovery and is even thinking about going out for a short drive tomorrow.

I went to Temple and then biked and worked on the CD about my parents. It will need some editing, but I think it will be ready in time for the July release date with my new book.

I have been refining an idea in my mind about how to spot counterfeit goods both through the packaging and the items themselves. I think that the plan is almost ready.

6/11/07

9:57 PM DST - Home, NJ

Vinnie went to the Chicago area today and had a great day of seeing customers, but is now delayed due to the weather. I feel for him. With luck, he will get home by 2:00AM. I want to get back to the Carbon Credit Game. I am still not solid on that, which is why I am still having trouble centering on it. I plan to get there soon. I am looking forward to my trip to Mexico at the end of the week. Flextronics has bought Solectron, Avaya is being taken private, and Alcatel took over

Lucent. There is a giant consolidation happening. I think that it will mean great potential for us and I am working hard to capitalize on the changes.

6/12/07

10:01 PM DST - Home, NJ

I went to see a potential customer today. She had been with Lucent and had taken a job with a display manufacturer. When I went to see her, we spoke for a few minutes. Being interested, I asked how her company sold their products. Shortly thereafter, I was brought in to see the owner in the next room who was upset that I had asked about his sales and marketing program. He was quite aggravated and I am rarely spoken to with that kind of finality. I tried not to get angry, but instead decided to try to listen and see what made this guy tick. I guess it was his way of trying to exert dominance because right after that, he started to relax. After complimenting me on our sample-kit, he saw the book that I wrote about our plant in China. As luck would have it, he does a lot of business there and it is possible that we might be able to do something there. As we spoke, he was obviously more at ease, especially when he got comfortable with the fact that I knew what I was talking about. I was not overly anxious about doing business with him unless it suited both of us. I knew we could help him, but I was not sure if there was an adequate profit potential for us. I did think it might be a good piece of business for IJX so we ended with his saying that he would send us some files to quote and we would go from there. I could tell that he would expect a lot of service and top grade product. As long as he was willing to pay for it, I was happy to listen. If not, I offered to help him if he ever got into trouble in Xiamen. He had never actually been to China himself, which I found amazing considering that he was successfully dealing there, but it is always good to have English-speaking people you can call on for help. It is a major help that we can offer people and I would be happy to do him a favor as I like helping people. It often leads to good things later. Rina and Rosalyn leave tomorrow and we will miss them. It has been good having them here both for business and getting to know each other better.

6/14/07

5:56 AM DST - In Flight to Houston and then to Monterrey, Mexico

I got up at 2:45 AM this morning, which means I may be up for most of the day by the time I arrive at my hotel in Guadalajara. Right now we are on time to get into Houston, which is fantastic so I am feeling good and ready for breakfast.

I tried to put in my PWB port and it malfunctioned. I am hoping I can get it working later. It has my log and most up-to-date version of the meditation CD. I feel as if I have forgotten something and I just

realized that I did not get the latest copy of the CD of my parents' interviews. It is not a horrible problem, but it would have been nice to be able to edit it before I got back. I am, however, relaxed as time has stopped since we are now in flight. We have about two more hours and I hope to work, eat, and relax.

I saw an extra set of pilots traveling in the back of the plane. It's always good to have a spare set on board. Security at the airport is tight: a nun tried to get on the plane before she was supposed to and they turned her away until it was the right time.

I miss home already. Last night was very pleasant as I heard a lot of laughing coming from Kayla's room. She and Wendy were looking at Wendy's high school year book and having a great time talking about how things were and how my wife looked. We have been together over twenty years and she looks the same to me. In an effort to not insult me, she quietly let me know I no longer have to buy the kids and her souvenirs from the countries I visit. I have apparently reached the limit and they know I think about them so there is no need.

6/14/07

8:15 AM CST - Houston Airport

We landed early, but the outbound flight to Monterrey was delayed. Since I have a good amount of time before I fly out, I should be fine. I still have to land, get through customs, get some Pesos, find a cab and get to Celestica. The main thing is to stay calm, work efficiently and not go crazy until I am actually on the ground. I would have liked to have found a money exchange here, but I don't think there is one in this terminal. I don't want to go too far from this gate. Things in the office are fine. I spoke to Alice and we are ahead in sales for this month as opposed to last year so things are very good. I have been working on the script for the meditation CD, which is good because I am forcing myself to take my own advice on staying centered. I am fine, my stress level is reasonably low and I like watching the people pass by. They are so interesting in the way that they walk and what they are talking about. It is like getting snippets of continuous movies in progress.

6/14/07

3:23 PM CST - Monterrey Airport

We got to Monterrey without a problem but I am now running late.

I was finally able to get some pesos in Houston so I was ready for the taxis that I figured would not take U.S. dollars. As I walked out of the airport, I noticed that there was no shortage of taxis and within a few minutes, I was joined with my new driver Alejandro. His English was as poor as my Spanish, but between the two of us, we got along well. We got to Celestica, but I got delayed at the guard post. The temperature was now in the low 90's and it was becoming increasingly

uncomfortable. When I finally gave the go-ahead to go into the reception area in the next building, I was perspiring profusely, which is not a comfortable way in which to see customers. Happily, I had a few minutes before the buyer came down and I was able to cool down a bit. The meeting was conducted normally, in that they wanted to order as little as possible, at the lowest price with the highest quality. In their eyes they thought that they were being fair, but I am not sure if IJUS will be able to deal with them. Therefore, we may switch them to IJX. After that, I went back into the heat, which was getting hotter and Alejandro and I made our way over to Sanmina-SCI. I got there during their lunch hour, but it was good to sit, drink water and relax for a little while waiting for them. I got to see two buyers and that call has a lot of potential. I even offered to install a plant in Mexico if the profit and volume made it worthwhile. I am very glad I came. After that, I was back outside again and then to the airport. I took care of Alejandro. He wanted U.S. dollars not Pesos. I don't think I will get Pesos anymore and after being dropped off at the airport, I lucked out with an earlier flight. I am now on the plane and hope to be at my hotel by about 6:00PM. This means that I will have time to workout, have dinner and get a good night's sleep. Tomorrow I will start early and I have three calls to make before getting to the airport to start home. I will call my family later.

6/14/07

5:30 PM CST - *Guadalajara, Mexico*

I am in a taxi on my way to the Intercontinental Hotel. I have stayed there before and it is very nice. The plane ride was excellent and I even got a nap. I am almost done with the first edit on the meditation CD and as usual with my work, I am wondering if people will find value in it. Notwithstanding my doubts, I will finish it and submit the script to Alice and get her opinion. It is a little frustrating with the limitations of my Blackberry regarding the engineering files. I can read them to a small extent, but not enough to be of real help in pricing parts. I have heard the iPhone does a really good job at this so we will check it out. If they are good, we may get them for Al and me. Guadalajara is not as warm as Monterrey, but it is still hot here. The land is arid and as I landed, I could only see green patches that were next to streams. It must be hard to grow things here without a lot of irrigation. We are in rush hour traffic and the taxi driver seems pretty good. I may try to hire him for tomorrow. I will need to be moving quickly to get everything done. The topography of the land, the vegetation and the weather remind me of Thailand. Speaking of which, I should be heading back to Asia in October, which is good because I like it there. It is amazing how fast my Spanish comes back when I need it and when I use it a lot. I like trying to speak another language; it is fun and the people seem happy that I am trying.

6/15/07

1:15 PM CST - *Guadalajara Airport*

The Intercontinental Hotel was as nice as I remembered it, except that they had no record of my reservation. That was not a real problem and for a few extra dollars, I got upgraded to a suite. Again, it would have been nice if my wife was here to share it with me, but it was still fun nonetheless. I exercised in my room for a while and then went for a walk around their pool. I went down stairs, had a nice dinner and then came back. I did my nightly rituals of various types of obsessive compulsive behavior and went to sleep. As usual, my dreams were bizarre and the 4:45 AM alarm was not a welcomed sound. After I got up, answered my email, exercised, had a great breakfast, I went to find a cab.

There were a couple of really important things to consider in taxi selection. The first was to try to get a driver who will not do you bodily harm. The next is to find someone who knows where they are going. The third is to have an air conditioned cab. The forth is to not get ripped off too badly with the fare. The first driver was no good because his cab was not air conditioned and the next seemed fine. The hotel taxi man negotiated the whole thing for me and we left. The first call was to Sanmina-SCI. My dad always said you have to go see people in person. One of the people I met mentioned that she was looking to find a new job, perhaps in sales and was wondering if we were looking to find a representative in Mexico.

As it turned out, we were and as we spoke, she seemed to have more and more potential. We left it where she would email me next week with her salary requirements. The deal would be that we would open a small distribution center and she would be in charge of sales, shipping and delivery of all products. If there were enough sales, we would open a factory. She would have the chance to make a lot of money, we could sell a new distribution center in a new country and everyone would win. It sounded great to us both. I checked with both Alice and my partner Ben and they too thought it was a really good plan. I started selling the idea immediately after speaking with her and everyone would be very happy if we became a local supplier. That is typical of me: even before the capability is there, I am selling it in the marketplace. People always want to know what is new and how it will help them.

I then went to Flextronics and met a bunch of the people with whom I had only previously been in touch via email. They seemed very happy with our company and were very excited at the possibility of our being local. One of our competitors actually had a printing plant in their large complex, but their deliveries were not up to par so we had an opening. Everyone there seemed to think more business could be

had if we were closer. It looks like we will follow the same model that we did in China with our two distribution centers there.

One of the advantages of having put in the plant in China is that we did it once already and are not afraid of the process. Ben and I have already talked about putting in pre-fabricated modular plants with Chinese equipment both printing and injection molding and manned by our Chinese employees until we get things going.

It should be reasonably inexpensive and very fast. I think we could have a plant in operation within three months after we start.

From there, I went to Solectron who has recently been acquired by Flextronics. It was the same situation there. Our customers seemed happy with us and had no problems, but were thrilled to know that we would be a local supplier soon. I felt badly for them. A corporate take-over like this often means people are laid off and locations are closed. I hope that they are okay.

From there it was back to the airport where I tipped my cab driver handsomely for a job well done, found out there was not an earlier flight to Houston, got my boarding passes and went to have lunch. As you may know, I do not like spicy food so I was trying to find a place where I would not have a problem. I picked the restaurant in which I am sitting and by chance, the food was excellent as was the service. I even ate some of the local food after asking them to hold the chilies. I will admit that I have recently taken two pills for my headache, two antacid pills and two Gas-X pills some of which was preventative. I am scheduled to leave for Houston at 3:25 local time and then fly to New-ark. I have no idea what the delays may be; it is out of my hands. It has been a very good trip and I am glad that I came.

6/15/07

5:18 PM CST - *In Flight to Houston*

So far so good on timing; we will hopefully land within the hour. I have been trying to work on the global warming game, but it is still not clicking. Maybe this is because there is so much attention on it now or maybe I missed my window of opportunity. I may have to abandon my efforts on this and move on to something else. The air-conditioning in this plane seems to be mal-functioning to some degree. In other words, it is really hot. Of course there is nothing I can do except question the flight attendant, which I already did. It will be good to get home tonight. There is a chance one or more of my children may still be awake and it will be wonderful to see them if that is the case. My daughter has final exams and she is going a little crazy. I think she only has one more on Monday and then she is pretty much done for the summer. Sum-

mer vacation brings back a lot of memories. That moment of leaving school on the last day knowing you did not have to go back for over two months was such a wonderful feeling. I still get a taste of it when I go on vacation and would probably be bored like a crazy man if I tried to go away for too long, but I see the looks in my children's eyes and I am glad that they are able to also enjoy those moments. My wife is going to a surprise birthday party without me tonight. I hope she has fun. I am now sitting upright so my back is not touching the seat and sticking to it. I suppose it is good for my posture, but I am sure that my back will not like the additional strain for very long. The flight attendant came back to tell me that he had transferred the temperature controls directly to the pilots and it feels a little better. Normally at this time on a Friday night, I am already home after having played tennis with my brother. I would be eating dinner and looking forward to a hot bath, a good night's sleep and taking Kayla anyplace that she needed to go. Next week we should be back to normal.

6/15/07

9:34 PM DST - *In flight for Home*

I am sitting next to an interesting young man named Olivier. We got to talking and I decided to offer some advice. First of all, he is going to have a new house, get married and have a baby all within the next year. I felt the need to tell him that I thought he should have no choice in how their house will be furnished. He should concentrate on the things that matter and the battles he wants to win and let her decide everything else. If he does this, then it will leave more energy for work, his dreams and getting up in the middle of the night with his new child because his wife will be sleeping.

He wants to start his own business, but wasn't sure when he would get his chance. I told him that the opportunity will probably come at the worst possible time or best depending on how you look at it. This will occur when his wife is due to deliver their baby, she is working a new job, her emotional state is crazed from high amounts of hormones and his mother-in-law, whom he likes, will be living with them. Like most things in life, this will be a test of how much he really wants to be in his own business.

Historically, the chance for extreme change often comes at the best/worst possible time. I hope that he can remember that it is the love of his wife, the gaze of his new child upon him and the security of his home base that will enable his dreams to be realized. The little stuff will not matter, even if he doesn't like the color of the couch.

He is in the shipping business, one with which I am not familiar,

but he does work for a multi-generational enterprise with an owner who sounds somewhat like me. I asked him when he was going to start his own company; I could see he had the need to be self-employed. That desire cannot be ignored over long periods or it will turn to poison. I am glad that he is considering it and I think he will be successful. Having your own business is a difficult road but the only good road for people like us. We cannot take orders from anyone over time unless it is from our spouses who have our best interests at heart. I hope that he is as lucky as I have been in finding a partner who gives the unconditional support that Wendy does for me.

We should land shortly after midnight.

6/17/07

10:01 PM DST - Home, NJ

Father's Day

I had a great day. Monday consisted of tennis, biking, editing the meditation CD (the second draft is now done) and then dinner at my sister's house with most of the family. I am trying to set up a distribution center with Lencon. We are already paying them a commission; we might as well try to maximize the benefit.

6/18/07

9:54 PM DST - Home NJ

We heard back from the new potential employee from Mexico; the negotiations have begun.

Jeroen is out for three weeks on vacation. I am pushing for a distribution center in the Netherlands with his company; I am not sure it will work.

6/20/07

9:59 PM DST - Home, NJ

Alex graduated from high school tonight. He was part of a class of amazingly high achievers and he did exceptionally well himself, placing in the top 10% of his class. In mid-August, he leaves for college and I feel that he will be extremely well prepared. Kayla finished this year with A's in every course. I am very proud of their academic achievements, but that is way below how I feel about them as people in general.

Ben is composing the music for the CD about my parents and Alice reported back that she thought the actual interviews were great. The music should be done by the end of the month and running on schedule. I love watching Ben work as an editor; he is competent and obviously loves what he is doing. I hope that he can actually follow his dream and work in the field that he loves. In any case, I will back him in whatever he does and I hope that I can be of help as he moves forward.

JUNE

Our trip to Paris has been changing for me. I no longer have sales calls in France, but am still going to the Netherlands to talk to Jeroen and Jan-Willem about the distribution center there. Then I fly to Hungary for one call. I may have another set of calls, but that will mean flying from Budapest to Vienna and back to Hungary. It will mean a lot of traveling, but I will do it if they will see me, otherwise I may go to Romania. I will push out my trip to Europe in August and make it either mid-September or October. I will fly through London and I should be fine going almost anywhere from there. We finally got the go-ahead to move ahead with the samples for a panel for Ciena and two new quotes for panels for Alcatel-Lucent. I have no idea if this panel idea will work, but if it does, it should be a fun ride.

6/21/07

9:56 PM DST - Home, NJ

In some ways, it is time to simplify my life. I gave my sailboat to Vinnie; it will be official as soon as we get the bill of sale out of the safety deposit box. I was not doing her justice. She was not getting into the water enough and watching her share my parking space every day at work was a constant reminder of my not keeping my end of the bargain. I know with Vinnie, she will be meticulously maintained, used lovingly and handled with care. I can ask no more.

The new distribution center in Mexico is starting to take shape and we will have to make some big decisions like whether to make it a Mexican Company or a foreign office. I leave for the Netherlands in three weeks and hope it is settled so that I can mimic the same situation there.

We took Ben out to celebrate his 21st birthday even though it was actually last month. We also invited Ben's best friend Jeremy and it was a fine dinner. All the kids (Ben, Alex, Kayla and Jeremy) got along well and there was much laughter and fun had by all.

As I look back to Alex's graduation, I was reminded that my graduation thirty-three years ago was in the same skating arena. We went to different schools, but they are reasonably close in distance. Memories flooded back of various graduations where I either played in the orchestra or graduated. There were other memories of musical and tennis events from a different area.

Looking towards the past, my youth was filled with many good times and overall I was a happy person. It has been that way for a good part of my life and as I believe in karma, I can only think that I am being rewarded for past deeds, but still very responsible for the present, the future and my next life. I like to believe that I am responsible and that I can change things for the better. Feeling futile is a horrible emotion and one that I strive to avoid. I believe that I have the abilities to do many

things and I am not very afraid of failure. I am afraid of not giving it my best shot and that thought continuously pushes me forward. It's time for sleep; there is a lot to do tomorrow.

6/21/07

10:39 PM DST - Home, NJ

I think that I understand why I feel so stressed about opening the new distribution centers in Mexico and the Netherlands. Actually, I think the one in the Netherlands will be reasonably straightforward and I am not that worried about it now. Maybe I will when I go out there next month.

However, the one in Mexico is becoming real very quickly with negotiations being carried on in earnest with Marisol, our potential general manager. She works for Sanmina-SCI now, but has connections to other companies and we may start the operation renting space in her apartment. She is aggressive and wants to succeed. I have a good feeling about her.

We will get more information this week about the accounting and legal sides and I am polling my contacts to try to get information to set up in the best possible way.

Opening new companies is like childbirth. Happily, the gigantic amount of stress, pain and frustration tend to melt away as soon as the venture is up and running. You tend to remember the good stuff, of which helpfully there is a lot. This makes you ready to try again, like having more kids as my wonderful wife said tonight. I don't have to get another lien on the house and probably will not get an additional bank loan. Mexico is close enough so that I can get there and back with one overnight. I even speak a little of their language. Compared to China, this is a much simpler operation, especially starting as a distribution center and not manufacturing. I did contact one of our roll label suppliers in Arizona today and will talk to them Monday. They may want to partner in Mexico and have some type of manufacturing capability to help service their customers. It could work out well for us. We will see; I am not counting on them for anything. We have to do what is best for us. One thing I think is for sure is if we are not local, then we will lose the business we have in Mexico.

Happily, Alice, Ben, and my wife are all supporting me on this and it means everything to me.

I played tennis with my brother today. Actually, we played doubles for the first time together; he is not a doubles fan. We were going to play singles, but they had a round robin tournament at our tennis club and were short of people. One of the ladies from my temple was playing and we have talked about playing together for years. I wasn't going to do it, but she convinced me so we did play and it was fun. After a set, he and I went to play singles and his younger daughter and her

new boyfriend were also there. It was my first chance to meet him and he seemed okay. It's a very nervous situation to meet the family and he was holding up well. It reminds me of the first time that I met Wendy's parents. It is stressful, but a good chance to see how everyone will get along.

My son Ben is playing at a big club in New York City tonight with his band. It is a big deal and I hope it goes well. My other son Alex is going in with my niece Rebecca to see him. I think it is great how our family supports each other; we are fortunate to have one another.

6/23/07

Few things scare me more than losing data and I just realized I deleted my working copy of this file. Luckily it was only one entry. I am glad I keep backups.

I have been editing this weekend and unfortunately, I found a lot of mistakes in what was supposed to be the final for my new book. We will have to get in the changes and maybe have one other person check it. I am not sure if I can make myself do that. I played tennis today, biked yesterday and today and it has been a glorious weekend for weather. I decided to indulge myself and have started writing a new novelette about global warming. I have about four pages done and it is a lot of fun. I do not know how far I will go with it. The global warming game idea is dead so I will spend no more time on it. Ben and I finished the copy for the CD about my parents so the rest is up to him. The next thing is the meditation CD. I will work more on the script and I hope to record the sounds of the Berkshires at night from my porch to use as background next week when I go.

Tomorrow I will work more on the Mexico distribution center and also have a phone meeting with the people from one of our label suppliers who may want to joint-venture there. I think the odds are almost impossible that they will, but I will listen.

I am making dinner now and it is time to do the grilling. I hope that I sleep tonight. If not, I will try to edit more.

6/25/07

9:54 PM DST - Home, NJ

I could not sleep last night; I hope it is better tonight.

It was quite a day starting with tennis beneath a beautiful sky.

I did a lot of paperwork and research on Mexico. I went full circle over the last few weeks from first thinking that we could use a small part of Marisol's apartment as a start to hiring another company to do all of our distribution to eventually ending up back where I started. We need to have as much control as possible and I think counting on one person as opposed to being a very small customer for a large warehouse firm is our best bet. I am gathering information as to how to

start a company in Mexico and the necessary documents, forms, what it means to hire employees and how to get rid of them if needed. It is a very nervous process and I am once again popping antacid pills. I am learning a lot as I told my wife and she said I said the same thing about China with regards to similar stomach reactions. I had a phone meeting with one of our label suppliers. They are interested in a potential joint-venture in Mexico. Of course they were also interested in China and nothing happened there so I count on nothing. They are, however, master manufacturers in terms of quality and efficiency. If they are running the machinery, then I would feel good about selling the product like we do now from their plant. No matter what I think, they will wait for us to move first, which is fine because I intend to act quickly. I am tired, worried, exhilarated and feel alive. This is a good thing, but again I hope that I sleep. As Al and my wife both said: go with my gut feeling about what to do. I will follow their advice.

6/27/07

9:57 PM DST - Home, NJ

I was destroyed in tennis as usual this morning. I am definitely a better inside. No matter, I like being outdoors so I will continue.

Events have moved swiftly with Marisol and Mexico. The \$300,000.000 investment capital is not needed so we have a green light to move forward.

Tomorrow I will send her a formal proposal. I have been emailing with Ben about it. He seems in favor for it as does Alice, Gary and Mike. We will probably give Marisol 5% of the company because we need a Mexican citizen to be a stock holder. Mexico is very protective of their employees so the odds of a lot of workers for IJ Mexico are not great. As soon as Marisol is settled and as soon as Mexico is started, Ben and I will plan a trip to Mexico, Texas and maybe California.

I have not been sleeping well, possibly due to the stress and excitement.

Business is good.

Al is in Europe and I miss her. She is due back the day after I leave for Europe. Besides work, I like being in the office next to hers. Her positive and supportive attitude is a joy to be around.

Mike is in Venezuela and due back Monday. I miss him too. Here is the proposal that I submitted to the State of New Jersey for their State Energy Plan. The odds are good that nothing will happen with it.

JUNE
New Jersey Energy Master Plan
Strategy Template
2005-2020

Submitted By

Ideal Jacobs Corporation
515 Valley St., Maplewood, NJ 07040
Andrew Jacobs
Telephone #: 973-275-5100
E-mail address: acj@idealjacobs.com

Instructions: Use this document as a template for providing suggestions on strategies/actions for specific objectives provided in Section 2: Goals, Objectives, and Performance Measures. Using this page as an instruction guide, fill in the blank tables for each recommended strategy separately and email it to energymasterplan@bpu.state.nj.us

Objective

List the objective from Section 2: Goals, Objectives, and Performance Measures for which the strategy is submitted.

To increase the amount of renewable energy created in the State of New Jersey.

Strategy

Provide a description of the actions needed to achieve the objective.

Add a check-off box on NJ State Annual Personal Tax Return so people can donate 5.00 to a renewable energy fund. The money would then be used to retire Carbon Credits that will be created through the production of renewable energy at small volume producing sites. This will help increase the amount and size of those companies since they can be made more profitable much sooner. It will also help to spur the use of Carbon Credits as actual financial instruments. Once the fund runs out then the program is done for that year.

Responsible Party

Provide the name(s) of the agency or organization responsible for the implementation of the strategy.

I volunteer to run this program by being in charge of:

1. Certifying the power involved is considered renewable.
2. Certifying how many carbon credits would be awarded.
3. Sending out certificates that can be cashed in through the State Treasury or used as credits towards their next tax return.
4. Advertising the program throughout the state. Please see the attached advertisement.

THE IDEAL ENTREPRENEUR

My company Ideal Jacobs Corp (www.idealjacobs.com) is a member of the EPA Performance Track Group, a program whose members have superior EMS (Environmental Management Systems.) You can read about us on: www.epa.gov/performance-track/members. Search on ideal Jacobs Corp.

Timeline of action

List the incremental timeline of action for each strategy up to 2020.

Set-up the certifying committee - two months. Start advertising the program - six months. Credits would be available as soon as 2007 tax returns come in with money. Start issuing the credits as soon as we have the money to pay for them approx. 6/08. Program ends when the last dollar is disbursed until the beginning of the next year.

Strategy outcome

List the expected incremental outcome(s) (results) of the strategy up to 2020.

An increasing amount of small volume producers reducing the vulnerability of large scale locations and the energy grid as a whole.

Implementation cost

Provide the implementation cost.

Besides my travel expenses if needed.

One person for the first year to take care of the paperwork.
\$40,000

Source of Funding

Provide source of funding to implement the strategy.

State Personal Tax returns

Indicators

List the suggested indicator(s) proposed to measure performance.

Provide the data source of the indicator(s)

State will control the funds sent out.

Source

Ideal Jacobs Corp. for a list of the credits awarded

A. Current state of indicator:

List the current value of the indicator

None

B. Indicator Projection to 2020

Provide projected value of the indicator by 2020 to meet the expected outcome.

10% increase per year starting with 2008

6/29/07

10:49 PM DST - Home, NJ

I prepared the proposal for Marisol today, spoke to Gary briefly about it and sent it out. She agreed with a minor change. It looks like we are on our way. Now we need to pick a lawyer and an accountant, which I will leave up to her. It looks like it will cost about \$15,000.00 for the first year. Marisol will have 5% of the company and I think it will be good to have someone from Mexico as a shareholder. My stomach is not calm, but then again, it shouldn't be. The amount of antacid tablets has been increasing. Our world presence is getting bigger. I have a feeling my Spanish will be getting better.

Kayla leaves for Hawaii tomorrow for a combination of community service and surfing. I hope she has a great time and will greatly miss her.

I leave for the Berkshires in the morning with Bailey. If all works out, I will mountain bike when I get there, see my wonderful in-laws and then end up at Tanglewood to see Prairie Home Companion.

I have the company DAT recording machine with me and plan to tape the sounds of night from the porch to use for the meditation CD. I may try also for a babbling brook.

We heard from Mike in Venezuela who is fine and due back on Monday.

Wendy, Alex and two of Alex's friends will come up to the Berks on Sunday. He has to work on Saturday. It should be a lot of fun with everyone up there. I think it has been about six months since I was there, which is hardly a testament to my ability to get away. As Wendy says, it is our get-a-way for when the children have all left home.

Having all my emails come through my Blackberry has been fantastic. It means that I don't have to be in the office. It also means that I check it more, not good for someone who is already obsessive-compulsive.

The new Apple iPhone was released today and Rich was in line for it. We do not know if he was successful or not.

I got a call from a customer in Texas today. He was pleasant, but said we cannot ship any more Ideal Challenge games down there. It seems that it could be considered a bribe. I am not surprised. It is actually a compliment that they think they are worth something. He was pleasant and said people were playing the game but not to send any more. Of course, I agreed.

I hope to be on the road by 8:00 AM, time for sleep and one more antacid pill.

6/30/07

5:41 PM DST - Tanglewood Music Resort

I am at the Prairie Home Companion Radio Night and as in past years, I am thrilled to be here. It is a gorgeous night in New England, about 72 degrees Fahrenheit with a mostly sunny sky. It will be cool tonight. They just played the Star Spangled Banner and most people stood, but a few sang. I love it here at Tanglewood and especially on the nights when this radio show broadcasts live. It is a normal crowd for Tanglewood with a lot of families and little kids. This is one of the few places where you can still bring your own refreshments and the sounds of a good piano player producing a jazz number radiates across the grass. I have an indoor seat, thanks to my incredible mother-in-law, but I brought a chair and prefer to sit out on the great lawn. Although I cannot see the production, I like the freedom of being able to move around. I have a feeling that some type of cool non-alcoholic refreshment is in my near future and I brought some editing to do while I am here. A lot of the program is music and I would be bored just watching them so I brought some other things to keep me busy. I am strategically seated behind a nice-sized tree. If I have calculated the light trajectory correctly, it will be dusk before any direct sunlight has any chance to hit me.

It was a calm ride up this morning. Bailey (my dog) and I made it in less than three hours. Once here, I went mountain biking through the beautiful wooded areas and roads and ended my travels buying food for snacks and dinner.

My mission tonight is to try to record some of the sounds of the crickets and fire flies for the meditation CD that we are putting together. I hope that I am successful.

Kayla left for camp this morning and it was a little sad for my wife. I am kind of pleased I didn't go because I probably would have been crying.

It is always fun listening to and watching people try to decide where they should sit. It is usually a calm negotiation, but a negotiation nonetheless.

There was another big problem with a Chinese import yesterday and people are getting very edgy about the quality of Chinese products

coming in. I would not be surprised if stronger import restrictions were not enacted, which could be a very good thing for our companies. If we could become the agents for companies bringing in products and certify their product, then it could be very profitable for everyone.

I just found out that the singer/songwriter/ guitarist, James Taylor is the guest tonight. What luck! He is one of my favorites.

The trick will be to find the companies that want to export to the U.S. and then work through us. I suggested to Ben the other day that we could start speaking to the Chamber of Commerce Groups if there were any in China. Ben answered that there were and there was a chance to speak at them. I think it is a good possibility for us. I don't think the Chinese market has much potential for us. They do not want quality; they just want incredibly cheap prices, but other parts of the world are not like that and that is our market. As for China, we can grab the first orders for products before they are bidded out locally, make our money there and then pass it on. A technique we have used very strategically for years. It is time for me to go find something to drink.

6/31/07

7:09 AM DST - *The Berkshires*

The concert was a lot of fun and I also got a lot of editing done. I left about ten minutes early, went home and had dinner. I started emailing Ben from China and he let me know that two of our biggest competitors might be merging. As per Alice's feeling a while ago, the world is filled with companies joining or being taken over and that is also happening in our industry. If this does indeed occur, then it would put two of our biggest world competitors together. In that case, we should move back towards the short-run, very fast delivery business where neither of those two companies is strong. This is probably the best and most lucrative short-term solution we have. I would not want to have to face those two on a long-run, cheap label basis; we would be killed. But keeping in our own niche would mean that there would be even less people around and that gives us a potentially much broader market to be located. Customers need someone who can move very quickly and often do not object to short-term, more expensive solutions when they know that they can get a cheap, long-term one the next time. Sure it means our product mix constantly changes, but it also means less competition and a good relationship with everyone since we do not stay in the long run arena. Fast changing technology means a constant churn of new business in all areas. The marketplace is telling us what to do and I plan to listen.

I got a call from my wonderful mother-in-law this morning at about 6:15 AM. I literally fell out of the bed when the phone rang because of the unusual noise. I have about thirty minutes before I leave so I will do some more editing. I want the book finished so that we can go

THE IDEAL ENTREPRENEUR

to press and get it out in the world. People are asking for it and we need to release it with the CD. I think that we will also send an advertising piece with it so I had better get the pre-press guys working on it.

JULY

7/1/07

5:34 PM DST - *The Berkshires*

I spent part of this afternoon in search of water. The day has gone well. I had breakfast with Barbara, Cliff, Jeff and Bunny, then went mountain biking through the glorious Berkshire Countryside, and had lunch with Wendy, Alex and his two friends who had just arrived.

I had time to get some background sounds for the meditation CD and went looking for some rippling water. I felt like I was back in the old days with my brother and father looking for places to go fishing. There was a pond and a stream near our house and I went "sound hunting" with the DAT recorder, my headphones, and galleys of my book to edit (I had to have something to do while recording). It was not easy finding the right stretch of water, but eventually I found a bridge, much like the ones we used to fish off of in the Adirondacks when I was a boy. It was near a group of companies. After asking permission from one of the people there, I parked and set up the equipment on the bridge. I lowered the microphone through the bridge to just above the water below. I stayed for about a half an hour and towards the end, a train went by which I thought might be a good sound for ending the CD. As always, I will leave that up to my editor and son, Ben. I decided to look for some slower water sounds and might have found it. However, I was running low on power and needed to get back home to let Bailey outside.

On the way back, I was emailing Al who is currently in Europe. She wanted to be kept up-to-date on what is happening in Mexico. I hope the two thwarted terrorist bombings in London and the explosion in Scotland are not affecting her travel plans. I miss her and look forward to her getting back home. As for Mexico, it is now up to Marisol to pick the lawyer/accountant and get the paperwork started. I will send money down to cover their fees. It is amazing that it is actually happening. The world is changing rapidly right inside our own industry (consolidation is the word). I think it will be good for us.

7/3/07

10:20 PM DST - *Home, NJ*

It has become quite evident that it is time for my son Alex to go to

school. All members of the family are preparing for his departure and are already setting up their new lives. It will be much easier when the transition has been made. We have about seven weeks to go and I hope that time will be filled with as much peace as possible.

Ben and IJX produced a Chinese version of my book, "Say Yes Or I'll Keep Calling" and it is really cool. We are having a bunch sent to us so that we can start handing them out. I will try to learn how to write my name in Mandarin in order to sign them. I hope I can do it.

I went bike riding this morning before Bailey and I left. It was beautiful and on the way, I saw a hot air balloon whose brilliant colors were offset by the blue sky. It was a lot of fun and I hope my father-in-law feels better. His numerous health issues are affecting his quality-of-life and he is becoming a bit disheartened. I plan to go see them in Florida in February. If not, I will see him at the end of the summer when I go back in the Berkshires.

I gave Marisol five potential names for our Mexican Company; hopefully they will give us our first choice, which is IJ Mexico. She will be an employee by the middle of next month, which is a big step for us all. The terms are agreed upon; now all we have to do is execute the plan.

It is good to be home. I love the Berkshires but always miss my life here. We leave Sunday for Europe.

7/5/07

7:39 PM DST - Home, NJ

Fate once again stepped in today. My schedule for my trip to Europe was going smoothly until I got an email from the people at the second stop I had in Hungary. It was a bad day for the people in Flextronics and they asked me to postpone my visit, which I did until my next trip in October. What to do now, I wondered? Going to Paris early and being on vacation had never crossed my mind. Thinking quickly, I wondered who else I could go see when I remembered Solelectron Romania. I emailed a myriad of people there and have not heard anything yet. If fate has it that I should go there, then I will. If not, then I will go to Vienna on Wednesday night and figure out Thursday as I go. Not the way I normally plan my trips, but sometimes you have to go with what happens.

The progress with Mexico is moving quickly and I hope to have a company name within two weeks. The initial day of operations will probably be the middle of August, which is very fast work, even for us. I know mistakes will be made, but I think speed is extremely important and we have the chance for a lot of new business and keeping what we have.

Ben emailed me that we may need a plant in Malaysia. We both agreed if the business is guaranteed, then we would be happy to put a

plant there. My stomach is a bit rocky from all the stress, but the time is now to move. I will keep the antacid pills nearby.

7/7/07

10:58 PM DST - Home, NJ

As it turned out, I am now going to Romania in place of the second trip to Hungary. It will be a little hectic, but will hopefully be fine. It is always a little crazy getting ready for a trip and this one is no exception. I have been trying to finish the last edit for the new book. I have to be done tomorrow in order to drop it off to the office so that Rich can get in the changes, check it one more time and finalize artwork. It will be great to be done finally.

I went biking for over two hours today and I almost got into an accident because I cut through traffic. I have to be more careful and will try to do so. I got a new iPhone yesterday; it is very cool with a lot of functions on it. Mike programmed it for me. I will take it to Europe and leave the Blackberry with Wendy so that she can make calls and email me from France. There is always so much to get ready for and so many details. I will probably forget something, but that is normal. It is fun watching Alex and Wendy; they are very excited about the trip. Bailey knows something is going on and he is not too happy. Ben comes back home tomorrow and he and Adriana will both take care of Bailey so that he doesn't have to stay at the kennel. I will miss home, but sometimes that is the best way to appreciate it.

7/8/07

5:15 PM DST - Newark Liberty International Airport

Wendy and I are now waiting to check-in for our flight to Paris. I started off the day by finishing the editing for my book, "Beyond the Road to China" and then I went for a glorious bike ride in the summer sunshine.

Once home, my house was in pandemonium with people getting packed and last minute preparations. My son Alex, his friend Kristen, Wendy and I were all going to Europe. The good news was that there was a very positive feeling as to what was happening, which was a good omen for the trip. Everyone turned down my offer to go lunch so I went by myself and brought back food. Once back, Bailey was happy to share with me. He always loves it when I eat at home. Another of Alex's friends, Stephanie, is meeting us in Paris. Alex and Kristen are going via Continental Airlines. Alex is using my frequent flyer miles. Wendy and I are going via L'Avion, which is a new business-class only airline where the seats are more expensive than coach, but a lot less than other airlines. I hope that it works out as Wendy is traveling with me and I would not like it to be a bad trip.

So far L'Avion's check-in process has been good and we are sitting

in their lounge. We are short one set of European power adapters so I just went to purchase one. Unfortunately, I had to buy a whole box of them, which cost more than I wanted to spend, but I figured it was better to have what we needed then have to worry about it tomorrow. The last time I was in Paris, I had power problems because of a lack of adaptors and I do not want to have a repeat of that.

We are due to board in about thirty minutes and I have no idea if we will be delayed. My mother-in-law Bunny and sister-in-law Barbara departed yesterday from Logan and Newark airports, respectively. I hope that they did not get delayed.

It has been unusually crazy during the last few days getting ready at work. We have our quarterly QEO (Quality, Environmental, Health and Safety) audit and we have an ISO 14001 meeting scheduled next week. It is our usual auditor who knows her stuff so I am sure that it will be an adventure.

7/8/07

11:23 PM DST - In Flight to Paris

I am carrying some new equipment with me on this trip. First, there is my laptop. I am not sure what size it is, but it is significantly smaller and lighter than my last one. The keyboard is also smaller, which is taking a little getting used to. I also have a new iPhone. They were released last week and I did not think I would get one for a while, but I am happy to have it. I will probably never fully utilize all of the functions on it, but the main thing is that I can read PDF (pictures of drawings, products or information) files on it, which should be a big help in being able to quote prices from the road without having to log onto the internet or get faxes from the hotels where I am staying.

I brought my Blackberry also, just in case I have trouble operating the iPhone. We are scheduled to land in about three and one quarter hours and I will try to take a nap, but I don't anticipate much sleep. Tomorrow is a free day, which is very unusual. My only tasks are to keep in touch with the office and take care of my email. I leave early Tuesday morning for The Netherlands. Therefore, I will try to work out a lot tomorrow (actually today in Paris with the time change) because I will probably not get to my hotel in Hungary until late Tuesday night. I also have to arrange for a taxi for Tuesday morning. I am so happy the proofreading is done for my book, now I can concentrate on just writing for a while which will be a great pleasure.

Paris is six time zones ahead of the U.S. so it is already 5:30 AM there. By the time we get to the hotel, it will be mid-morning. If we are fortunate, maybe our rooms will be ready early. If not, I can change and go for a long walk. The weather is supposed to be decent and I can stay in contact with the office the whole time. I got word that Alice is back from

her trip to Europe. Unfortunately, her wallet was stolen yesterday, but luckily not her passport. It is a good warning for us all to be vigilant.

By the end of this week, I should have a good idea if The Netherlands distribution center is possible and how long it will take to get into operation. The same will go for Mexico. Marisol is scheduled to come see us the end of this month to start training. She is very aggressive and I like that. It will be good to have her on the team.

It is a little strange traveling with my wife. Normally I travel alone and am mostly content, but it is nice not missing her as I normally would. She is so excited about going to Paris and it has been great fun just watching her anticipation. I am glad that I could do something to help make her happy.

7/10/07

5:18 AM Paris time - Orly Airport, Paris - Air France Ticket Counter

I got to sleep at about 11:30 last night and got up at 3:30 AM, which was not easy and also meant that I was running on about seven hours of sleep over the past two days. Sleep deprivation, I knew from experience, would rapidly set in. I was a little fuzzy yesterday and was having a little trouble adjusting to not having anything planned for business. I have found that it is much easier to jump right into working whenever I land anywhere during the day.

In this case, though I did work a lot both via email and phone yesterday, it was not the same. I did not feel sharp. After getting up this morning and getting ready, I uncharacteristically did not exercise first because that would have dropped me down to less than two hours of sleep for the night and I did not want to put that kind of stress on my body.

My taxi was on time and off we drove to Orly airport ready to get my flight to Amsterdam and meet Jeroen. I could not get through at the check-in kiosk and I had forgotten to get my boarding pass the day before, another sign of my unsteadiness. I waited for the Air France counter to open so that I could get my boarding pass. Therefore, here I stand waiting for them to open up so that I can make my way to the gate.

My new iPhone will be great as soon as I get accustomed to it. Its touch screen is very sensitive and I am still getting wrong characters when I try to use it. Wendy was off with her sister and mother for most of the afternoon, but we met for dinner where I had some rich French food, which did not agree all that well with my stomach. No matter, people have been pleasant and it has been a fine trip thus far. Today, I am on my way to The Netherlands to meet Jeroen Kuiper and Jan-Willem Lucas, our partners there. I am meeting Jeroen at the airport and from there; we go into talks about putting in a distribution center.

Being in an airport in another country is usually a fun experience. Since I don't speak French, I get along with most people by smiling and

using hand signals, which usually works out well. I am on a KLM flight that is run by Air France, which is probably the reason I had to check in.

Wendy left last night after dinner to go on a cruise with her mom and sister. I don't know how she is staying awake since she has not had much sleep either, but the lure of Paris and all the places to see is a much bigger draw than getting some rest. I won't see her again until Friday morning and by that time, I hope that she will have gotten some rest. Something about Paris and women, many seemed enthralled with the city. Maybe it is the architecture or the museums or the French people, but it seems to be like a magnet. No matter, I am glad that I could help orchestrate the visit for all three and they seem so happy.

It looks like the ticket counter is getting ready to open up.

7/11/07

Tuesday 7:14 PM Hungary time - In Flight to Budapest

The Air France ticket counter opened at 5:30 AM and the nice woman looked at my ticket and announced that I was at the wrong place. I was supposed to take off from Charles de Gaulle Airport. As I began to sweat, she told me that there were no flights to Amsterdam from here ever. I was going to miss my flight, but I had a chance to get the next one if I hurried. Now my body was in panic mode and I raced for the stairs to get a cab. Unfortunately, my mind was working faster than my legs and I proceeded to trip and stumble down part of the stairway. Luckily I was not hurt, except for a bout of embarrassment. I moved quickly towards the outside door. There was a man hanging out there who I rightly guessed was a taxi driver. I told him that I had to get to Charles de Gaulle Airport immediately, something I am sure that he heard all the time. Off we raced for the other airport. I emailed Jeroen telling him the problem and hoped that I caught him before he drove to the airport. If I caught the next plane, then I would be less than an hour late, but that was a long time to ask someone to wait who was doing me a favor by picking me up.

The streets of Paris were reasonably clear. Rush hour had not begun and we traveled like the wind. I tipped the driver well and left him with a smile. I raced to the Air France ticket counter. I was able to get on the next flight and then walked through security, which was well handled, but hot. I was sweating by the time I got through. Realizing I could get to Hungary late tonight, I was able to stop and get more Euros. The money exchange kiosk had no Romanian money so I hoped that they would take either Euros or dollars tomorrow.

The flight to Amsterdam was uneventful and happily on time. I had emailed Jeroen again with my flight number. I got through customs and headed for the exit, but he was not there. Dejected I tried to call him, but realized that he had left me a voicemail and I contacted him. He was happily still waiting for me and we were able to find each other quickly.

Jeroen had just returned from three weeks of camping with his family in the south of France. He was tan and looked relaxed. We talked as he drove us to his office where I would see their operation and meet with Jan-Willem, the other owner.

My plan for them was simple: Ideal Jacobs needed a presence in Europe; we needed to install a small distribution center. Since we already had a business arrangement with Lencon Patents (they were our design and marketing partners in Europe), I felt that we could come to an easy arrangement for everyone's benefit. The more we sold in Europe, the more business and money we all received.

I first suggested that IJUS start a new company in The Netherlands and then we could pay them to store products and ship them for us. Then I offered another suggestion similar to the one we did with Marisol in Mexico, which was to give them a minority interest in this new company so that we would truly become partners. Both ideas were appealing to them. Based on the future counsel of their attorney and accountant, who will probably also work for us if we get started, we will work something out. Depending on how hard it is to start a company or joint venture in The Netherlands, I hope to have this operating by the end of August.

It was later that I realized I was following a pattern of a very famous man, Benjamin Franklin (another printer). He would go to various places and set up companies, arrange the financing and then turn the day-to-day operations over to a partner. Without realizing it, we had been doing the same thing. We have set up a pattern for manufacturing centers and distribution centers around the world. This formula seems like it can work for us.

Both Jeroen and Jan-Willem are tough, able men who share a common interest in exploiting the resources that we have at our disposal. Those include having our two manufacturing plants in the U.S. and China, which also enables us to sub-contract for products we don't want to or can't manufacture ourselves. We can also use our distribution centers to help sell and stock the products that we produce all over the world. We can all sell and help each other. It sounds very good to me.

After meeting with Jan-Willem we all agreed to move forward on this idea and then we went over our new plastic panel design that we are prototyping for three of our customers. If approved, it will mean a good, profitable piece of business and will finally get us actual orders in this new area. Even better news is that we now have two orders for injection molded parts not utilizing our new panel design, which means that we are starting to penetrate into this new area.

We then went to lunch at a good Dutch restaurant. It was definitely not a tourist spot, which is one of the reasons I like going to places with people who live in the area. The two sandwiches that I ate were excel-

lent and the carbonated iced tea was interesting. After lunch, we left Jan-Willem and went to AimSys Corporation regarding the new panel idea. Changes were needed and we came up with some design ideas that Jeroen will put into effect later. We will then make new prototypes and present them for review to the customer. They seemed happy with the progress thus far and liked the way in which we conduct business. I felt good being with Jeroen. He handles himself well and I have no qualms about him and his company representing our company in Europe. We also agreed that all design work coming out of Europe would go through his company, which will make it easier and less expensive for me. I am happy with that plan.

After that we left and Jeroen was nice enough to drive me back to the airport. I hope that the traffic we saw on the other side is much lighter on his way back. Sleep deprivation was now in high gear and I was fighting the need to doze off as much as possible.

Once inside the airport, I went to the KLM counter and happily, there was an earlier flight to Budapest that would arrive at 8:00 PM instead of 10:30 PM. This meant that I could get there, eat, work and exercise before going to sleep. Once on board we were served a really good dinner and it will be enough to eat until I can snack later and should be fine until the morning.

I am having some problems with my iPhone regarding opening some files. Mike Valentine thinks that they may be too large, but other than that, I am getting used to it. We land in about thirty minutes.

7/11/07

11:53 AM Hungary time (5:53 PM DST) – In route back to the Airport

I got into the Budapest Airport last night, quickly got through immigration, retrieved my suitcase and was on my way to the hotel. The scenery in the downtown area is breathtaking. The old European buildings are majestic and seem to have been there forever. Le Meridien is an old style hotel with a very good staff. Unfortunately, by the time I arrived, there was no time to go to the pool or gym so I ate part of a peanut-butter-and-jelly sandwich, exercised and decided to walk outside since it was a pretty night. Now I knew beforehand that I was violating one of my cardinal rules of traveling, which was never go outside after 9:00 PM at night. However, I had heard that there was a supermarket open nearby and I wanted to get some fruit. The man at the front desk assured me that it was safe to walk around at night.

After locking my passport and wallet in the room safe, I went outside. The night air was refreshing as I had been inside most of the day. I tried to follow the directions to the supermarket that I had been given by a hotel employee. I could not find the store, but did find a promenade area where there were a lot of people. I find safety in numbers especially in a new city at 11:00 at night. As I walked, I started to relax

right up until some women were overly friendly towards me and some guys were trying to get me into their nightclubs. No one was mean or disrespectful, but what little comfortable feeling I had departed and I backtracked to the hotel. I decided to put on my headphones and walk along the room corridor where I was staying.

This turned out well, but before I started, I wanted to check how far Sanmina-SCI (my only call for the next morning) was from the hotel and how long it would take to get there. The man at the front desk was very helpful, but it turned out that they were about 200 kilometers away and it would take about two hours to get there. I did not expect this long of a trip and had to rework my plans for the morning.

After I walked along the corridor I called Alice one more time and when we finished, it was about 12:30 PM. I had gotten up at 3:30 this morning, which meant that by the time I got to sleep at about 1:30 AM, I will have been up for about twenty-two hours. I did have a few naps, but by now I was facing some serious sleep deprivation and I had a choice. I could sleep until 8:00 AM, go make my call and hope to workout sometime when I got to Romania or I could get up at 6:30 AM, only get about 5 hours of sleep and hope to sleep more in the car. The fear of gaining weight trumped the lack of sleep so I got up early and worked out.

It did feel good doing it; I had breakfast in my room from my supplies and then met Lazli, my driver for the day. He is a nice man who is a competent driver and we left for my sales call. I am always curious how someone picks a plant location. This one seemed pretty far away from everything, but it also meant that fewer sales people went out to see them. I had hoped that I would sleep in the car and this did happen both ways. I got about another two hours, which helped immeasurably.

Once I got into Sanmina-SCI, the people were very happy that I came and we talked about the distribution center that we were planning for The Netherlands as well as a manufacturing plant. We then discussed the potential for new business and after I got a tour of the plant. The meeting was finished in about fifty minutes.

Lazli and I are now on our way back to the airport where I will try to move up my flights. Hungary is pretty and as I mentioned before, the vegetation reminds me of New Jersey. Speaking of home, it was hot there. I spoke to my son Ben yesterday who is taking care of Bailey. He says our dog misses us as I do him. Ben, however, is having a good time with the house to himself. I remember the same feeling when my parents would go away.

7/11/07

12:39 PM Hungary Time (6:30 AM DST)

The drive back to the airport has been fascinating. There are small and large towns interspersed with farmland. They grow sunflowers

here, which are in bloom. It's like a vast sea of beautiful yellow plants creating a golden carpet along the highway. We stopped to get a drink and I have to remember to ask whether the water I am buying is carbonated or not because I just bought carbonated again by mistake. Of course, I do not speak Hungarian so I don't know if I could find out anyway. We should be back in the airport in about thirty minutes and I will eat lunch then. I hope I can catch an earlier flight.

Our U.S. office will be opening soon so I can begin work from that side. I got another nap, which is good. The floaters in my eyes are worse, a sure sign of needing more sleep. I just thought of my daughter Kayla and I hope she is well and having fun. She comes back in about two weeks from Hawaii. I miss her. Speaking of which, I wonder how my crew in Paris is doing. I do not really have a way of getting in touch with them or my wife. I could leave a message at the hotel, but I am not sure if they will get it and if they get it wrong, I would not want them to worry.

7/11/07

3:23 PM Hungary time (9:23 AM DST) - Budapest Airport

I have about an hour before I can check in so I can wait in the Austrian Airlines lounge. I have been here about an hour and actually had a tasty lunch at the coffee shop. The two Caesar salads with chicken were quite good and gave me a chance to sit down.

I just spoke to Al and things at the office are good. So far, we are still ahead in sales from last year. While we were driving, Lazli told me that the economic situation in Hungary was not good. The politicians had not helped with the growth in the economy and increased taxes so that the average Hungarian has to pay approximately 80% of their salary to the government. It doesn't leave much left to inject back into the economy, which makes it understandable to hear that many people are leaving the country for jobs elsewhere. In our case, if we did put a manufacturing plant here, I believe that all of the taxes on the profits would be deductible from the US side. It should not affect our decision about locating there. It's a pity to watch vibrant people with such potential being oppressed. It must be very frustrating for everyone.

7/11/07

9:51 PM Vienna time (3:51 AM DST) - Vienna Airport

We were delayed, but not enough to cause a problem. I have been eating a lot of different kinds of food all day. I hope my stomach is not going to rebel. I have one more flight, and then I'll find a taxi to my hotel and finally get ready to sleep. I am tired, but feel fine. A shower will be a nice escape. Tomorrow my first appointment is at 10:00 AM. I am not sure what time I have to get up.

It is a beautiful day here and the sun is shining with very pretty

clouds posted throughout the sky. There is no chance for any earlier flights so the best I can hope for is to get to my hotel at about 1:00 AM this morning. I am thankful for the two long naps in the car and I feel much better now.

We just started the boarding process and I am now sitting in a bus. It is dark, foreboding and a little scary-looking. I feel like I could be on a bus going to the hereafter. We have died and none of us have realized it yet. Okay, I think sleep deprivation is definitely back and in force. I am going to go work on the July newsletter.

7/12/07

2:40 PM Romania time (7:40 AM DST) – Timisoara Airport

It seems that no matter how early I get up when traveling, I always seem to be in a rush by the time I am supposed to leave. I got up at 6:00 AM for a 9:30 pick-up time and sure enough, after exercising, eating, showering, emailing and checkout, I was still 10 minutes late. No matter, my taxi driver Michel from yesterday was waiting for me, as agreed, and off we drove to Solectron. He got me to my appointment on time.

Solectron is being taken over by Flextronics so the people there were understandably worried about what will happen to them when the companies officially merge at the end of the year. Part of my job was to make them feel better and give them the chance to be able to help keep their positions. I spoke to them about being a prime supplier for shorter run, difficult jobs that are needed quickly. Our product lines now extended to many areas including labels, injection molded plastic, machined plastic and metal parts as well as extrusions and castings. I saw a lot of people. All were pleased with our direction, especially having the distribution center coming to The Netherlands and the possibility of a manufacturing center in Hungary if the business and potential orders warrant it.

I left there and still had some time before having to go the airport so Michel took me on a tour of downtown Timisoara. It is a fascinating city, a mixture of old world and Cold War architecture. However, many of the beautiful old buildings and roads were in poor condition from neglect.

Whenever I am in a city, I like to go to the market areas to see what the local people eat. We drove to a farmers market, which looked a lot like the markets in New Jersey. Michel bought some fruit for me because I had no local currency and they did not take Euros. From there he took me to their new shopping mall so that I could pick up some food for lunch. I was successful there, but had to get some local money from a money machine because again, they did not take credit cards or Euros.

It was time to part ways so I was dropped off at the airport and got

Michel's contact information so I could use him again in the future. It seems that this city is only 300 km away from Bucharest. The next time I go to both cities, it would be much faster to drive rather than fly. I gave him a very generous tip for doing such a great job and I think I made his week.

Back in the airport, my stomach was feeling unsettled and I hoped that I wasn't getting sick. I bought my lunch and figured that I was hungry so I decided to eat in the main area. There had been a dog roaming around, which I found a little strange. I figured if he saw me eating chicken than it would be just a matter of time before he would never leave my side and sure enough he came over and started to stare at me. I could almost see him thinking, "you are not going to eat all that yourself are you?" He was patient and since an owner did not seem to be around, but everyone seemed to know him, I gave him a piece of chicken. After that he was called away. I found out later that his name was Sammy and he was the drug detection dog for the airport. He spent all day roaming around looking for illegal substances; that is except for the time he was watching me or eating some of my food.

I extend my apologies to the law enforcement community for temporarily suspending their program while Sammy was called to a higher order of need, which was his stomach. I understood that priority perfectly well and I liked him.

I now sit in the Business Lounge and am temporarily alone. It is a partly cloudy, beautiful day here and I am looking forward to getting to Paris and having a long night's sleep.

7/12/07

6:22 PM Vienna Time (12:22 PM DST) – Vienna Airport

The flight to Vienna was on time and went well. I was able to go through immigration, get my suitcase, new boarding pass and get to the Austrian Air Lounge without a problem. I was having a problem that I could not get phone calls out with my iPhone but then remembered Mike telling me about doing a "hard boot," which is to completely shut down the device and bring it back up. Eureka! That worked and I was able to call in, tie up some loose ends and check that everything was going fine. I have about twenty minutes before I can get on the plane so I will head over to the boarding area.

I am also happy to say that my stomach was feeling well enough to eat some of the fruit from the farmers market. I hope that it will not cause trouble. Additionally, I bought two sandwiches for dinner in case the airplane food is not good.

7/13/07

10:32 PM Paris Time (4:32 PM DST)

We landed about forty-five minutes ago and I got my luggage af-

ter a short wait. Once out on the street I got a cab and am now on my way to the Victor Hugo Hotel, our base of operations since we left New Jersey. It is an awesome summer night here, not too hot and not too cold with an amazing sky. On the bottom part of the horizon there is a cloudbank that looks like a huge river with opposing waves coming towards each other. From those two waves are two free floating clouds that look like a jack rabbit with antelope horns and a duck billed platypus, launching at each other in mid-air.

We just entered a long tunnel, at the speed my taxi driver is going and the whirling by of car lights, it looks like we are in the lead of one of those car-racing video games. You know the type where the cars bounce off each other and crash. I hope he has not seen the game.

Downtown Paris is starting to come into view. The buildings are getting bigger with more lights going against the fading light of dusk. I also hope we pass by the Eiffel Tower; it is lit up at night and would be a spectacular site. I hope that my wife had a great time over the past few days and she was not disappointed.

We are in downtown Paris. The Arc de Triomphe is in front of us and rapidly approaching. It's lighted at the base and the black night sky backdrop is very prominent and dramatic. I wondered if Alex and his friends were out around here.

7/13/07

11:53 PM Paris Time (5:53 PM DST) - Victor Hugo Hotel

I was going to have breakfast with Wendy, Alex and his two friends this morning, but I slept right through that and woke up at about 9:10 AM, which is very late for me, but I was way behind on my sleep. I was able to drag myself out of bed and exercised, checked my email and got ready by 11:40 AM for Wendy and my appointed rendezvous for our lunch at the Eiffel Tower.

We took the metro for part of the way and walked the rest. The Eiffel Tower is a grandly designed structure that appears on the horizon set apart from all others. To be directly under it is an amazing experience because it seems so much bigger when you look at it from beneath. We entered the special elevator for the Jules Verne Restaurant. It only fits about twelve people at a time and upward we zoomed towards the top. There were windows in the car and my wife got a little nervous as we got closer to the top. It is really high up and it was a beautiful, clear day so the view was spectacular.

Wendy asked for and got us a table by the window and it so happened that we could see the exact spot where we had been standing when I took pictures of the Eiffel Tower. I thought a shot of looking both ways from here to there would be good for our newsletter. This was not a cheap restaurant, but I had already decided that in this case, the money would not matter. Wendy had been looking forward to the

trip in general and this lunch in particular for weeks and the look of joy in her eyes made it worthwhile.

I have extremely simple tastes and don't like fancy food. All I know is that I had a three course lunch, which included salmon and a really good desert that tasted like cheese cake with strawberry rhubarb sauce. I am not a man who likes to dine, i.e., have lunch or dinner for more than an hour. Wendy had fish for her main course and then a baked chocolate-looking thing with a side of ice cream for dessert. She told me what it was, but as I said, it was wasted on me. I did not care as long as she was happy.

We finished lunch and then walked over to another part of town because Wendy wanted to do a little shopping. I would normally not be along for this part of the day, but I wanted to be with her. Besides, she said she didn't mind if I worked while she was in the stores.

About two hours later, we were back at the hotel where I left her to nap. I wanted to go back to the area in front of the Eiffel Tower to ensure I had a good shot for the newsletter and took a little walk afterward. It was there that I saw the Ben Franklin Rue. I had found the street named after a fellow printer and one of the greatest Americans of all time. I had always felt a kinship with Mr. Franklin and figured that I had been guided there to see that sign. I took a picture of it with my iPhone. I then went back to the hotel and worked for a while on the new Netherlands Distribution Center. It appeared that it might be a good deal for all of us so we are hoping to move forward as quickly as possible.

Wendy and I had hoped to see Alex and the girls before dinner. They were eating at 9:00 PM, which is too late for me, but our message about stopping to see us did not get to them in time. Therefore, Wendy and I had a drink. She had wine and I had an orange soda and then off we went toward the Arc De Triomphe to walk along the Champs-Elysees to find a place for dinner. Since Bastille Day is tomorrow, the security and number of people around seemed to be increasing and it was very crowded. We found a restaurant and went in. Between us, we ordered two types of salad, a small pizza and an omelet. I feel a little embarrassed to say that I enjoyed the actual food better at dinner than at lunch.

Afterward, we went back to the hotel, tired from the day and we watched a little of Mel Brooks' film, "Young Frankenstein", which I have on DVD. I have checked my email and will probably check it one more time before I go to sleep. Tomorrow is Bastille Day that consists of a giant parade, which I do not plan to attend. I do not like big crowds, but hope to join the family or at least Wendy tomorrow for breakfast. The rest of the day is up in the air.

7/14/07

6:02 PM Paris Time (12:03 PM DST)

I would like to formally thank our ISO 9001/2000 Auditor Joe for giving me the suggestions that just made me a hero in my wife's eyes. While taking a break during one of our audits, Joe and I were chatting about traveling abroad. He is a very nice man, and he mentioned that when in Europe once, there were fireworks going on, but he and his wife did not want to wade through the hundreds of thousands of people to see them up close. They went back to their hotel and watched them from the roof. Taking his cue, I asked our hotel and indeed there was also an accessible roof so I went up to check. It turned out it has an amazing view of the Eiffel Tower. The Bastille Day fireworks will be centered there so the viewing there should be spectacular. We will give it a try.

I spent the day walking and relaxing. It seems a little strange that I should actively have to try relaxing, but it is not a normal state for me to be in. I love to work and I like action and rarely slow down. Since I was here anyway and could not go home sooner, I decided to try. Happily the weather has been beautiful and Wendy and the kids were off on their own. I walked by myself and got a good feel of Paris. Here are my observations about Paris and its citizens: first of all, Parisians do not seem to like tattoos. Unlike the United States, I have seen very few here. I also noticed that even in very hot weather, they do not generally wear hats. The men seem to wear sensible shoes and the ladies seem to wear mostly sandals and sometimes boots. This is Paris and fashion is a very big deal so I guess that also applies to footwear even when inappropriate for long walks. The city seems pretty clean and they obviously take great pains to try to keep it that way. There also seems to be a great many smokers throughout all of Europe as opposed to home. The prices for Paris seem more than New York City, but less than London so it is not a cheap town. Like everywhere else in the world I have visited, the vast majority of the people are friendly and helpful if you are pleasant and respectful to them. Also like the other places, everyone immediately seems to know I am from the United States. I think it is in the way I move and speak quickly. Even though virtually everyone knows that I am an American, any bad feelings they have are towards our government and they do not seem to hold individuals accountable.

7/15/07

10:31 AM DST - In Flight Towards Home

Wendy and I had made a plan with Alex and the girls to have dinner; it would be the first time we would all be together. As we walked out of the hotel, we told them about the roof and how we planned to be there that night. They immediately agreed to come with us.

We decided to go to the restaurant that we went to the night before

and once again it was excellent. After dinner we went to a nearby bakery that Wendy and Alex knew. The girls and Alex got some cookies.

By the time we walked back, it was already past 9:30 PM and we all went to our rooms to get ready to meet up on the roof at 10:30 when the fireworks were scheduled to begin. We had hoped that no one else would know about it, but there were a few people already present when we arrived. No matter, there was room for everyone. Other fireworks could already be seen going on in different parts of the city. The eight floors of elevation made for a perfect view and as it grew darker, we edged out onto various parts of the roof to see the explosions better.

About 10:45, the Eiffel Tower started to glitter and the fireworks began. I had never seen a show like this before. The lights were spectacular as were the various colors and sounds. As the show progressed and it got darker, we could see more people moving onto their roofs below us. About halfway through the program, the activities from the day got to me and I became tired. I also wanted to give someone else the perfect view that I had so I gave up my spot and moved back so that I could sit down. This vantage point was almost as good and it was nice to be able to relax. Stephanie joined me soon afterwards; she was also tired. At about 11:15, the fireworks ended. I was so glad that we all came to see them together. It was a very satisfying, last evening for the trip. We went back downstairs and eventually to sleep. From now on, I will try to remember to think about the roof of the hotels for various types of activities.

I got up this morning at 7:00 AM after a night of typically bazaar dreams. After working out in my hotel room, I went for a walk back to the Eiffel Tower and then over to the Arc De Triomphe. I will probably be back in France in early October, which will not be a bad thing. After about a 75-minute walk, I was back at the hotel in time to help Alex and the girls get ready to leave. They were on time as was the taxi and Wendy and I bade them goodbye. They had done well together with very few problems. They were a pleasure to have along.

I then returned to my room, packed, and cleaned up. Our taxi was on time. The hotel had been a good choice, but we still had to get back home. I was a little concerned about the flight being on time. I know how congested it can be at Newark Airport, but things went well. We went through three levels of security and made it through to the final gate area right on time. This airline, L'Avion, has been extremely good and if it holds up until the end, it will become my new primary means of getting to Europe.

At this point, we are flying over the Atlantic Ocean just before Greenland and St. Johns Island. We have five hours left of the trip. The book from last year, *"Beyond My Road to China"*, is now in its final stages of pre-production and along with the CD about my parents, should be ready to launch in under three weeks. Once printed, I will

start autographing copies (people like to get a personalized edition), then we will start sending them out. I hope the reception to them is as good or better than what we have seen in the past. It is fantastic that we publish these books ourselves so I don't have to go through the editing process with people who are paying me and have control over my time. That is a situation I do not think I would like. The amount of money that I would get from a formal publication would be small in comparison to the sales we will generate. Based on previous experience, I am very lucky to be able to benefit from my writing in not only loving the creative process, but also gaining financially from the advertising.

7/15/07

1:52 PM DST - *In Flight*

We should land in less than three hours. It will good to be home and see our dog.

7/17/07

10:14 PM DST - *Home, NJ*

The expansion into Mexico and The Netherlands is going very quickly. We already have the rights to the name Ideal Jacobs Mexico and Marisol has given notice to her company, a very gutsy move since we have nothing formal in writing. I am committed to going ahead so I applaud her aggressiveness. Eduardo, a friend of hers, is also probably coming on board within the next month. I spoke to Jeroen and it should be relatively easy to start a company in The Netherlands and utilize their space in the beginning. If it grows, we can move. If not, it won't matter. Ben is worried about the market in China contracting rapidly regarding profits. Companies almost solely base their decisions on the cheapest price regardless of quality. This is not our area. However, we feel it will get so bad that they will need us to get them out of trouble. I believe that the market will benefit us in the long term; we just have to stay patient. It is an invigorating, frustrating, highly volatile environment and a lot of fun. I hope that the combined experience of us all can work together to gain the best of what the market place has to offer.

7/19/07

10:06 PM EST - *Home, NJ*

Both of the new distribution centers, the one in Mexico and the one in The Netherlands, are now scheduled to be open next month. Costs for Mexico for the first year with our two employees, space and overhead is about \$250,000. Costs for The Netherlands should be less than \$50,000. Business prospects seem to be increasing since we began this effort, a good thing. I probably would have already stopped them if it hadn't been. After putting in China, these seem much easier, but it is early yet. We are bringing our people from Mexico up in about two

weeks for training. The Netherlands should be able to handle everything themselves for a while. I am waiting for the translation of the paperwork for incorporation for Mexico. It should be read tomorrow along with the employee contracts. I will have to go down to Mexico to personally sign for the company. My job is steadily changing.

7/20/07

10:32 PM DST - Home, NJ

I have to get ready for taping the next CD on Monday morning with Dan Cohen.

We are going to be talking about various aspects of death, from a positive standpoint, if that is possible. I need an opening paragraph or two that will set the tone for the discussion. Although he is a rabbi and a good friend, he is also one of the most intellectually and spiritually centered people I know. His strength is the understanding of life through gaining knowledge and mine is through the understanding of people through business and life. We have two distinctly different paths and I wonder how much our trains of thought will cross. Since it is Friday night of a normal week and late for me, sleep deprivation has already set in, which is often a good time for me to write. The lack of sleep enables me to burrow much more quickly inside myself as opposed to having to fight through the various stresses and energy levels of the day. Here is what I came up with for the opening of the CD.

Death.

People say it is one of the things you can't manage. It is finite, unstoppable and happens to everyone. It is the one thing, besides taxes, that we all have in common, yet it fails to bring us together except at the last possible moment where a person's life force moves on.

But what if death could be handled? What if by living your life through a particular direction enables you not only to be at peace with the idea of passing, but also take away some of the fears everyone else has about you and their moving on? Since no one escapes death then the fear is universal. After all, it is up to you if the end is really the end. You have control over your life. Is there any reason to doubt that you will also have control after you pass on? Why do we assume that things are out of our control just because we move to a different place? Why does it make us sad to see people leave for that place? Are we sad for them or sad for us? What can we do about death now, before it is time to go?

7/21/07

10:59 PM EST - Home, NJ

I came to one of those light bulb moments today. I realize that the various CDs I have been working on comprise a "life" set, my view of how to live your life in the most productive, positive way possible

while also having the most fun along the way. It seems clearer to me that I want to give back some of the great things that have happened to me and have other people utilize my experiences and life lessons so that some of their journeys may not be as painful.

I have been thinking a lot about life and death and the recording session coming up with Dan on Monday. I think that we will need two different versions: one for me for the next "life cycle" segment of my collection and another for Dan as an example of his ability to communicate to a large audience as well as his aptitude for perhaps being able to carry his own radio program. I believe he could have wide appeal as a call-in therapist who has fresh points of view on all aspects of life and death.

I just went back to last night's entry about the intro for my part of the CD – here is the one for Dan's:

We do not choose to be born, but often choose the factors that affect our death.

We smoke, we drink, and we join the military. We eat junk food, work jobs we don't like and endure toxic relationships. On the other hand, we also laugh, dream and create energy that helps not only ourselves, but those around us as well. It's a multitude of life choices that will often have direct impact upon us when we will leave this earth. We know this and we still do things that will shorten our time here. We make choices and through it all, spend a lot of our time hoping that the end does not come for us and those around us. We are afraid of death, but we still do things that we know will hasten it. Perhaps it is that finality, that death will come and we do not know if we will be really dead or reincarnated or move on to another place. Will our actions here determine the journey we take after? Are we being rewarded or punished for the life we had before? Will we be judged when we die for the life that we led here, which will determine our position for our next life? Who do we look to, what do we think, how can we form some type of vision that will allow us to calm down, be at peace with the inevitable and be able to view life as a positive and not death as the only option that faces us all?

Hi Dan.

7/22/07

9:33 PM EST – Home, NJ

I have a headache, possibly a small migraine in progress so I will make this short. I finally have the idea on how to market Dan. It is the same with me, an idea I have had for years. A radio program that will address all the fears that people have that stop them from sleeping on Sunday nights. It's tentatively called, "Sunday Night Peace". We will begin taping it tomorrow.

7/23/07

9:49 PM DST - Home, NJ

Wendy, Ben and I went to see Dan and Elana Cohen today. Our purpose was two-fold: one to visit and the other to tape my CD about death. In retrospect, I think what I was looking for was confirmation from Dan, one of the leading rabbis in our area that he was not there to tell everyone what happens when they die. His job was not to dictate your emotions, but rather how you act as a conduit to your true feelings about where you have been and how you would want to end your time here for yourself and the people around you. The clergy would act as facilitators for inner feelings, but would not demand the passage or the outcome. They would give a loose structure to help with the journey, but not a strict guide as to how to act or be. I found him reticent to give definite answers on his idea of death, what happens (if anything) when you pass and how things should be. It was exactly what I had hoped for. Because if the clergy is not there to tell us what to think and how to act, then the decision and final responsibility for life and death lies within each of us. It is comforting in my mind to know that all areas point to the individual responsibility of the self. No one can dictate your life or your end. Therefore, whether it is positive or negative, shades of grey, full of joy, sorrow, grief or contentment, it all comes from within. It is both comforting and disconcerting. As with everything else, it all rests within us. I think that the CD will be good for that aspect and also some of the other points that Dan brings out. He is a calming force in a world of craziness, a man of deep conviction who believes in the good of the human heart and the ability of a few people to move the common world to a higher level.

As I progress on this journey of my own, I see that I am creating a life set of work, showing how I have changed and hopefully grown to be better. These CDs will be my attempt to help those moving along the same meridians of life as me and they can share the good and the bad, the happy times and the pain and be part of my adventure.

7/25/07

5:21 AM DST - Newark Liberty International Airport

I am on my way to Chicago today. I should be back to the airport in time for my flight back at about 5:00 PM tonight. I hope to be home by 10:00 PM and Kayla should have already been home for a while, back from Hawaii. I have been a little concerned about her as she mentioned some trouble with some of the other girls two days ago, but she was already on her way back so there was little to be done. I will feel much better when she is back here and I can give her a hug.

In addition to the trip, I also hope to start editing the CD about life/death and start finalizing the script for the meditation CD. My

new book should go to the printer today and the CD should go out for production by the end of the week. I hope to start launching the book and the CD by the middle of August, release the life/death CD about October and the meditation CD in time for the holidays. We will keep sending out materials to enforce the advertising of our new distribution centers and our new product line.

Speaking of the new product line, I have panel samples with me and they look beautiful. Vinnie did a great job putting them together. I hope that the customers today like what they see because they could all be involved with the new design for the future. I got some disheartening news yesterday. Ed Weingram, our ace patent attorney is going in for possible bypass surgery today and is out for a month. He is merging his practice with another company and I don't know what that means in terms of our service and access to him in the future. On a business note, that is not good, but I am hopeful it can be worked out. On a personal note, I like him, have known him for many years and wish him the best for a speedy recovery. He used to talk to me about his flamenco dancing and I hope he can return to it soon.

I am slowly getting used to my iPhone. The touch screen is slowing me down, but I am getting faster. I am hoping that they will have an add-on keyboard that I can buy soon, which should really increase my speed and accuracy. Otherwise, I like it a lot.

We are still on schedule to have Marisol and Eduardo in next Tuesday and we sent out a bunch of prototypes to see if we can get accepted as a supplier for Sanmina/SCI before they leave. The potential for business there seems large. I hope that I am right in moving ahead with this. Howard and Gary should have input on the incorporation papers by the end of the week. Then we have to get it notarized. Mike will take it to Trenton and then Marisol and I have to register it in person in Mexico. Ben is planning to meet us there and after, we can go see the customers in Guadalajara, Monterrey, part of Texas and maybe one city in California.

No word on The Netherlands at the moment. I will check later in the week for the final paperwork to get the distribution center going there. It will probably take six months to get both centers working properly and I have no idea if and when they will be profitable. I do not plan on any further expansion until they are running well, but I have said that before so no promises about what will come next.

Seeing Dan and Elana on Monday was a lot of fun and extremely interesting in that when we were talking, I mentioned that I was taking antacid pills and Elana looked at me sharply and said that was not good. She is as health conscious as I am. I don't know if it was the look, her definite feeling about the matter or something changed inside me, but I did not have any antacid pills yesterday, probably the first time in

six months. She is a good influence on me. I am not sure that I will be able to say the same thing about today, but I will try.

Mike is on a cruise this week with his family. I believe that will finish his vacation time for the year. This is good since I like having him around. We have to start saving for my next round of quarterly taxes. He is a great help in keeping track of what needs to be done.

I think I see part of the crew for this flight. It's a good sign that they are here. It will soon be time to move closer to the gate area.

7/25/07

3:05 PM CST (4:05 PM DST) - Chicago O'Hare Airport

Kayla is home! I spoke to her and she is well.

This morning after we landed, a problem developed with my car service. The problem was he was late, stuck in traffic and put me almost an hour behind schedule. The good news was that An was a competent driver and he promised me that we would be at Pentair by 9:00 AM local time. Since my appointment was between 9:00 and 10:00, we were fine. True to his word, he had me there at 9:00 and I went in to see two buyers. They were very interested that we had a plant in China. They also were happy to hear about our new center in Mexico as they have a facility there as well. From there, An drove me to Tellabs where I met the people I had only previously emailed. It was fun meeting face-to-face and we focused on the label database, which we were trying to set up for them. We want to give them control over worldwide, but to do that we need to get the business. We are quoting for it now and should know in the next few weeks.

Then it was back to the car and An drove me to Flextronics where I met a bunch of people again with whom I only had had email contact. They too were extremely happy to hear about our new distribution centers being set up in Mexico and Europe since they had major facilities in both places. Our moving into small difficult runs for metals, plastic and all types of peripheral items was just what they wanted to hear since they were in charge of building prototypes for their biggest customer. I hope our new lines will be able to serve them well and mean a nice influx of good business for us worldwide.

At that point, I was running about an hour ahead of schedule so An dropped me off at the airport and I sit here waiting to board an earlier flight, which, if not delayed, should get me home by 9:00 PM. It has been a great day and I am very enthusiastic about the potential for all three companies that I visited. However, had we not been proactive and started our efforts in China, Mexico and The Netherlands, I do not believe our future would appear as bright. There is a lot of competition out there and we have to keep serving our customers to a degree that leaves our competitors in the dust or at least behind us. It will probably

mean more locations all over the world. We have no choice. We have to be where we are needed.

7/25/07

5:10 PM CST (6:10 PM DST)

We're on the runway at O'Hare airport. We have been delayed about an hour so far and it is hot in the plane. They have shut down part of the air conditioning to conserve fuel. I am not surprised that we are delayed, but would like to get going soon. I have been working on my meditation CD, which is probably a good thing because it is keeping me centered here and not too grouchy. I am, however, getting very tired of sitting, but can't get up and move around. I realize that being uncomfortable in a suit is part of the price I pay for showing my dedication to my craft and respect for my customers. It is still a pain though. Now the pilot says about another twenty minutes to take-off.

7/25/07

5:23 PM CST (6:23 PM DST)

We're still on the runway. The limo driver An was an interesting guy. He came to this country about six years ago from Pakistan with nothing and now had a 25-car fleet in his limousine service. That's right; the owner was driving me around for the day. When I asked him if this was the best utilization of his time, he replied that he thought so because he could meet new people and get new accounts. Where to best spend your time as an owner is a very difficult question. You want to best utilize your talents, but some things have a long time payoff and it is easy to get waylaid by day-to-day problems and temptations like being out on the road instead of doing other things that need to be done to help the business grow. An understood my question, but still felt it was a good thing to be doing so we talked about running and building a business. My respect for him rose as I learned how quickly he had grown from such a small beginning. All he wants is a chance to build and grow his business and become part of the American Dream. He is doing it. I admire people like him and my grandfather, a unique group of people that adversity could not dissuade. It would be in the best interests of our country to continue to not only allow, but also reach out to people like An to help them reach their potential.

7/25/07

6:52 PM DST

In flight—we are on our way. Home will be a welcomed sight.

7/27/07

10:52 PM DST - Home, NJ

Preparations continued for the two distribution centers. For Mexi-

co, Marisol and Eduardo appear to be moving forward rapidly, helping to make contacts, setting up a transition for their replacements at their old jobs and getting ready to start work within the next few weeks. They are both due up here for training this Tuesday. There will obviously be some transition time. They have never been involved in sales, especially for a tightly run company like ours. As for the rules of the game, it seems that we should be able to send our Chinese made products to Mexico by paying a 10% import tax, which if it holds, is no big deal. This means that we can use either IJUS or IJX to bring in product. It is an exciting prospect and I believe there is a good market there. Howard and Gary are working on the incorporation papers and as of Tuesday, I hope to email Ben to set up our meeting in Mexico during the middle of next month.

As for IJ Netherlands, the import and taxes there will probably be more like 32% including the commissions, packing, shipping and storage space, but I think it will still be profitable and give us our entry into Europe. I believe that we have to have a presence there to really make an impact. Having Lencon Patents as our sales arm I think will be a good attempt. We should have that settled by the end of next week.

We have our first panels out for testing at Alcatel-Lucent. I am anxious to hear some results.

Business for this month is way behind last year. Of course, last July was an amazing month. We are now behind last year in total sales. We have our work cut out for us.

I am working on the "death" CD and I found out something last night. Never listen to a discussion about death and try to sleep at the same time. I think the final product will be a very good and helpful. I will try to work on it this weekend.

7/29/07

10:26 PM DST - Home, NJ

We had a barbecue for Wendy's birthday (which is tomorrow) and it was a lot of fun. It was great having all three of our children home. In another three weeks, Alex will leave for school and then Ben shortly thereafter.

I played tennis with my brother this morning, which was fun. Then I went biking. About three-quarters of the way through, a thunderstorm approached and I started to pedal faster. There is no better motivation than fear, and being struck by lightning is right near the top of my list. I covered the last part of the trip in record time. It is nice to be home.

7/31/07**9:40 PM DST - Home, NJ**

Gary was in today. Our finances are good and profits are ahead of last year even though volume is below, which is a good situation. We discussed how to do business between IJX, IJUS, IJM and IJN and we think that we have it worked out for everyone's benefit. Once we get this finalized, we should be able to duplicate the efforts faster in other locations.

Marisol and Eduardo arrived today. Training began immediately and all forces seem to be moving ahead. I plan to treat them well and in exchange, I hope that they help to make us all more successful. My plans are ready to go to Mexico in a week and a half.

AUGUST

8/1/07

9:52 PM DST - Home, NJ

Marisol and Eduardo have begun their training and seem to be picking up the shipping procedures quickly. They also seem to be getting along with the IJUS staff and everyone. They are anxious to go past a distribution center as quickly as possible and go right into manufacturing. We will have to see how things go for a few months first. I believe we could have a plant going within four months from the day that we decide to launch, but that will depend on how much business is there. I told them that Central and South America were also part of their sales territory to expand. I hope that they have the success that they both crave as soon as possible. In the meantime, I am planning the next trip to Mexico both to finalize the paperwork and call on customers. Ben and I are set to meet in Guadalajara on 8/11/07 and see our new headquarters there. On Monday, we will all go on calls and then we will be hosting a party on Monday night, which will start late for me and probably include a lot of drinking and spicy food. I am hopeful that I can find enough bland food and water to keep me away from things I should not eat. Ben and I are scheduled to leave very early Tuesday morning for Texas. As for now, I will leave Ben on Wednesday or Thursday and fly home. Mike is scheduled to leave on 8/12 or 8/13 and stay a few days to get the new computer system running there. It is moving very quickly, the way I like it. I am in wonder at Marisol and Eduardo's speed at changing the course of their lives. They have already committed to leaving their jobs and joining us. I have also committed myself to them and have already begun wiring money down there to set-up operations. It is a relationship of trust and to which will hold up our end of the deal. It is a fragile thing and once broken, is hard to repair. They will only be able to soar if their foundation is solid and that is my job. Let them go as high and far as they can and with our help try to maximize their potential as quickly as possible. Like Ben in China, they have a lot of ambition and I hope to be part of their success.

I had a computer meltdown today, but it should be repaired by tomorrow or Friday. Happily, we already had my email duplicated through my iPhone and I probably lost little information on my daily log so I am not that concerned thanks to Mike.

8/3/07

10:18 PM DST - Home, NJ

Friday Night

Marisol and Eduardo left this morning. Their visit went well and we were left with a positive feeling that things could work out well. As of now, Ben will be in Mexico next Saturday, I will be there next Sunday and Mike will be there Monday. Ben and I will go over the new center and makes sales calls and Mike will follow-up with getting the computer system up and running. Eduardo and Marisol have already begun selling and looking for new pieces of business and I am happy with their actions and plans.

Alice leaves this Monday for Columbus, OH for sales calls and Vinnie is preparing to go back to China in either September or October to set-up the plastic panel assembly line.

I played tennis twice today. That almost never happens as I don't want the wear and tear on my body, but I owed a game to one of my ushers and played again with my brother this afternoon. It was very hot and humid, but still a lot of fun.

We are on a deadline for the new book and CD. I want some of both to go with me on my next trip, which means that they have to be ready by Friday. I am not sure if they will make it.

It is exciting to be involved with all of this. I like a lot of forward movement.

8/5/07

7:40 PM DST - Home, NJ

When I was about twelve years old, I did not think a lot about the talents that I had. One of the few things I was really good at was Skeet Shooting. Skeet shooting is target shooting with shotguns at small disks that look like the bottoms of a clay flower pots. They were about five inches across and were flung into the air by a machine. The object was to break them apart while they flew through the air. It took a lot of skill to do it and it was not only something I could do well, but a way I could be with my Dad. We would usually go every week and it was a lot of fun. It was the only area where I succeeded him and it meant a lot to me. We became friendly with a group of shooters there and it became a club where we would meet every week, shoot together and enjoy each others company. I was one of the men. No other place in the world did I have that feeling and I loved it there.

One of the best marksmen there was named Roy Brown. He was older than my dad and had been all over the world shooting skeet and

was also a big game hunter. One day, he asked if I wanted a pair of mounted Cape Buffalo horns he had shot in Africa and I readily agreed. Over the years those horns traveled with me from my room at my parents' to various places in which I lived. But during the last few years, I began to feel a little strange about having them. I no longer hunted myself, although I had no problem with hunting for food. Hunting for the sport, however, was something for which I no longer had a taste. But I still had these horns and it began to weigh on me that it was not right for me to have them.

Even though I did not shoot him, I felt guilty about having his horns so today I did something about it.

I believe that we all return to the earth when we pass and I had stopped that process by keeping the horns as a trophy. Today, I made a shroud of plastic for them and took them to our garbage area at work. All of our trash goes to the regional co-generation plant where everything is burned and returned to the earth as ash. I figured that this was the one way in which I could make the animal whole again. After I placed him in the bin, I said a prayer for the dead.

Within a few days, he should be once again part of the earth and rejoined with the rest of him that has been denied for so long.

I don't know what happens to any of us when we pass. I believe in Karma and I believe in future and past lives. I also believe that when I can try to do something good, I should do so. I do not know if what I did will help, but I do know if it was me I would like to be whole again. As I said, I have no problem with hunting for food and clothing. But I no longer eat red meat and as my years pass, I hope that I am becoming more in tune with everything else and helping to make that water buffalo whole was something good to do. When I die, I believe what is left of my body will return to the earth and I will move on. Life is a journey and sometimes I don't know if I do some things because I am growing, am just being sentimental, or trying to safeguard what I can for the future. I guess it doesn't matter. The good things should be done anyway. My sense of right and wrong, what is fair, what I am willing to fight for and pass down to my children, what is closest to my heart are all the same thing. This is the road I choose to be on.

8/5/07

10:02 PM DST

We got the approval for the name Ideal Jacobs Mexico from the State of New Jersey. Now we can go to Mexico, back to New Jersey for their seal and then back to Mexico again to get the formal papers signed. I also have to get a foreign visitor Visa when I go down on Sunday. Ideal Jacobs Netherlands is now ready for operation and at the end of the year Jeroen and Jan Willem may wish to become stock holders. Things are moving along.

We turned over our contacts for Mexico and California to IJ Mexico. I hope that they treat them well. I also spent a lot of the day getting next weeks trip to Mexico, Texas and Arizona squared away as well as starting a new one for Europe in October. I had to reschedule that one as my Dad is having his Bar-Mitzvah. He is eighty-three years old and it can be done again seventy years after you are thirteen, the date for the original time. It should be exciting and he has looked forward to it for a long time. Tomorrow after tennis, I am due to go down to the New Jersey shore and surf with Dave Robinson. It will be my first time since Hawaii.

8/7/07

9:55 PM DST - Home, NJ

Today marked a temporary step back in time. Wendy and I went to Hawaii two years ago and I learned how to surf. Subsequently, I bought a surfboard here and have wanted to go again. The chance never seemed to come up until I began speaking with my friend Dave Robinson about it at the beginning of the summer. He has a beach house on Long Beach Island in southern New Jersey and he invited me down. Today was the day and as I set out on my adventure the old memories started to flood back. My family had spent many summers down on the Jersey Shore and for me, it was a mixed memory. It was also during the time when I was about 11 years old that I discovered girls and started talking to them. As I said the memories were both painful and positive. I wanted to think about them so for part of the drive down I listened to music from the 1960s. As I drove further down the state, the trees and shrubs changed to that of a more beach environment and the feel of the Jersey shore came flooding back to me. About ninety minutes into the trip, I pulled into Dave's driveway and he was walking around, ready to check out his boat on the lagoon.

We made our way to the beach; it was a perfect beach day. There were clear skies with a high near 90 degrees Fahrenheit. He had picked a beach that allowed surfing. We decided to share the board that I brought, which was a smart move in the end. I went first after putting on my full wetsuit both for protection against the cold water and the powerful sun. I launched into the water and started paddling my board out to the waves. The first thing that I noticed was that the temperature was cold and I was glad I had on the wetsuit. The second was that paddling out was a lot harder than I remembered it two years ago. The third thing I thought was that it had been a mistake to play tennis before coming down as this was going to take a lot more energy than I had anticipated. But I am still glad I played. The fourth thing was I still did not like the feel of sand on my body.

Suffice it to say that on the three different times, I was out in the water, separated by breaks on the sand while Dave took his turns. I got onto my knees, but never made it standing. I did however enjoy it a lot, except for the huge amount of seawater I mistakenly drank in. I also enjoyed lying on the beach watching Dave and hearing the sounds of the surf, watching the ocean birds and the waves. It brought back a lot of old thoughts, but after about ninety minutes I had enough as did Dave and we went to a restaurant for some local seafood. It was excellent.

Dave, in addition to being my friend and knowing him for a long time also designed our new plastic panels and I had brought him some samples. He was almost gleeful in his reaction and excited that they had turned out so well. He is a good man and a good engineer like his brother. We are lucky to have them for all reasons.

At that point, I wanted to beat the traffic home so I jumped back into my car and drove up the New Jersey Parkway. I was back in the office at about 3:00 PM and spent the rest of the day working. By the time I got home and finished dinner, it was time to help Alex pack for college. The cartons were being trucked out tomorrow and at this point, I am so tired that I am not even standing as I write. I have some Irish music planned for putting me to sleep tonight and tomorrow I have tennis with Paul.

It was fun going back in time for a while and I left the board down with Dave at his beach house so he could use it. I think he is hooked on the sport, at least until he has his knee operation in September. Maybe Kayla and I will go down again before that happens so I can try it again.

8/9/07

12:22 PM - Office, NJ

I played tennis this morning. On the side of the court next to the running creek nearby was a large dragonfly that looked like he was dying. He was the biggest one I had ever seen and the closest I had even been to one. His wings and whole body structure were geometrically perfect and he was beautiful. I was pretty sure he was dying since he was lying on the ground, but there was still some life left, but there was nothing we could do. I figured that it was a peaceful place to pass away. The atmosphere took on an almost serene-like character.

Happily, neither a ball nor stray bird looking for breakfast got near him. We probably would have fought off the bird anyway. We left him where he was, still peaceful and untouched. It made me think about where I wanted to pass on. When I thought about it, a place surrounded by pleasant people giving off good vibrations as we were was by no means the worst place it could have happened.

8/10/07

7:55 PM DST - Home, NJ

I got a call from my bank today. I will admit I usually ignore their phone calls, but in this case, they were warning me that my online banking account had been hacked into. Someone had gotten into it and tried to transfer over \$16,000.00. It looks like they stopped it and none of my checks bounced and none of my money was moved. Hurray for them, but it is still a very scary thing anyway. Tomorrow I will go to the bank, close the account and try to insure my other accounts have not been tampered with nor my credit rating compromised. What a horrible feeling, that someone could just key their way in and take my money. I hope that they find out who did it and the law takes care of them.

On a much brighter note, we are moving along well with IJM and I am hopeful that we can get all of the incorporation paperwork ready in time for Mike's and my trip to Guadalajara next week. If not, I will have to go back down in a few weeks. Both Marisol and Eduardo are doing a good job and I think, with a lot of support from us have the chance of turning this Distribution Center into a selling powerhouse. The big dinner we are planning on Monday night will probably have four of us and six to ten potential customers. It should be a very interesting and fun evening. I am not used to being out late. I had better get a nap before it starts.

Meanwhile, IJN is also running well and I will have them make more calls for me in Europe. I had planned to go back to France in October, but now will concentrate on Hungary and Poland.

It is all very exciting and tiring, but I would not change it.

We have had a bunch of very fast, very hard rain storms and the one this morning actually flooded our parking lot for a while. That was the first time that has ever happened.

I need to get back to Asia. At this point, I think Vinnie and I will probably go back in early November.

8/11/07

I went to the bank with Mike and we seemed to have gotten my online banking hacking problem worked out. I will need to open a new account, but it looks like I did not lose any money. They handled it very well and I hope that it is the last of it. My credit rating seems okay and I am having them check for identity theft. What a nasty thing to do to someone you don't know. Our names are all we have and how we are defined. To have someone come along and just steal it is a crime in all regards.

8/12/07

6:08 PM DST - *In Flight to Guadalajara through Houston, Texas*

Friday turned out to be a very interesting day. I had hoped to get both my new book and CD ready for launch, but unfortunately the book was not done. According to the man who owned the printing company, there was a problem with the cover. The ink had not dried correctly and would have to be redone. Things happen, as I know as well as anyone, but when he said the problem was my fault because I rushed him my frustration turned to anger. Since I would not be able to take the books with me on my trip, it did not really matter when they would be finished. When he said it would not be until next Thursday however (the actual printing probably only took part of an afternoon), I got even angrier and anticipate finding a new printer for all of my future publications. Not that it is that hard to find a book publisher and I can always have it done in China through IJX. It is too bad; they were a good source, but I will not take the blame for his inability to meet a deadline to which he agreed. This is another example of shooting yourself in the foot. If he had just said they had run into a problem and not blamed me I would not have been happy, but he would still have had a customer. All through my business life, I have often had to admit to mistakes and problems I really had little to do with in order to keep peace between the various parties involved. In the end, it has often profited me the most to accept blame and responsibility so I can therefore fix whatever happened instead of wasting time assessing blame. But in this case, it was neither my fault nor my blame and this supplier can be replaced.

As for the CD, it did come in on time and was quickly incorporated into all of the envelopes and mailings to get ready for the trip. Whenever I travel, I try to have an individual envelope for everyone I am supposed to see so that in case they are not around, I can leave it for them. If I do see them in person, however, then they know I took the time to personally get something ready for them. It is that personal touch that I think separates us from others and I always strive to show that extra effort. The CDs look great and I am very pleased with the way they came out. I will get a copy to my parents after I get back.

It is always exciting to see a finished project and I am sure that I will also get an additional kick when I receive the new books, whenever that happens.

Getting ready for trips like these is always a little tense and takes a lot of effort. This one especially since Mike will be coming along tomorrow. Ben is meeting us from China. The incorporation paperwork for the new company is not completed and we are still not sure if we can finish it while we are there. Starting anything new this quickly in

a foreign country is a great deal of work, but everyone has been doing their best so I am hopeful that we can get it done and not need another trip back in a few weeks. It has been a little crazy and when adding on the other Distribution Center in The Netherlands, my stress levels have been on the rise. I don't know if I will attempt to open two centers at the same time again, but I would not rule it out either. We are guided by the conditions of the marketplace and I try to move as needed.

Friday afternoons are usually reserved for my brother and I to play tennis alone, but there was a party going on at our tennis club so we played doubles against my friend Bruce (my second time that day) and his son John. John is the same age as my son Ben and is in incredible shape. He runs triathlons and hopes to go into Navy Intelligence after he graduates this year from college. He hits the tennis ball very hard, which is okay with my brother and me. It was a great match; we lost seven games to six.

Wendy had been gone since Thursday. Ben was probably working from home, Alex was life guarding and Kayla was going to meet her boyfriend who was coming back from working at summer camp. I wasn't sure who would be there for dinner, if anyone, except Bailey and he is always good company.

Saturday was spent in Temple, bike riding in glorious, cool weather with Uncle Dave, taking care of some loose business ends before this trip and having dinner with Wendy after she got back.

The flight this morning was due to depart at about 5:30 AM, which meant I got up at 2:45AM and was at the airport by 4:00 AM. There was an amazing amount of people at the airport for that hour and by the time I got through check-in and security; I only had about ten minutes before boarding. We took off on time and I am sitting next to a very nice, pretty woman from Guatemala and on her way home. She works in finance, has a fiancé and they are getting married soon in her home country. This had necessitated a lot of trips back and forth and she is obviously a veteran traveler. I anticipate that she will be sleeping the rest of the way. As for me, I hope a few quick naps are in my future before Houston and I am excited to see everybody when I get down there. Ben was having trouble getting a new flight to Guadalajara from Los Angeles after the delay in China and customs made him miss his connecting flight. As I always say, you can plan everything as much as possible, but once you get started, anything can happen and you have to hope for the best. I hope my plans work out, people are where they are planned to be and our schedule goes reasonably uninterrupted. I am scheduled to stop in for a quick visit to see my Uncle Allen on Tuesday in Texas after our sales calls. I look forward to seeing him.

8/12/07

7:14 AM DST

There should be about ninety minutes left before we reach Houston. It doesn't feel like Sunday morning because I would normally still be asleep. I count on the weekends to catch up from the sleep deprivation that builds during the normal week. I hope I can get to bed on the earlier side tonight.

When I think back over the past year, a lot of amazing things happened. We developed this new line of injection molded telecom parts and lost most of the business from one of our better customers because they said our new line was invading their turf. We had the best year in sales ever and are having a good year now. The reality of localization by our customers demands that we be at least in the countries where they locate or lose the business. I am coming to the realization that the Chinese market holds very little pull for us due to their incredible pressure in price and lack of quality. I am also coming back to a core philosophy of ours to go after the shorter-run business that is difficult and needed quickly and where the price pressure is not nearly so intense. We can focus on business in the United States and Europe where there is a back-lash in progress against Chinese products and their perceived lack of quality and safety controls. To exploit our new areas in injection molding, metal fabrication, machining and forming. The markets are in motion and will stay that way. Our best option is to keep reacting as quickly as we can and try to figure out where the world is going. Unless we are ready to change rapidly and invest in new people, infrastructure and new areas, we have no hope for survival let alone expansion. We have to keep moving forward.

8/12/07

8:41 AM CST (9:41 AM DST)

So far so good. I am on my next flight and we are due to take off soon. I heard from Ben and he finally landed in Guadalajara. It took him about forty hours to get there from home. He must be extremely tired, but he still wants to meet as soon as I get to the hotel. While waiting for the plane, I was watching a young boy who was on a tether rope to his mother. We started chatting. He is three years old and has a gleam in his eye, which was evident as he was running his mother around. It reminds me of when the same we did with my son Alex about fifteen years ago. He now he goes to college in less than two weeks. Time flies especially when things are good. I hope that Ben brought his sneakers. The best way for me to stay mentally awake after flying is exercising.

8/12/07**7:27 PM CST (8:27 PM DST) - *President International Hotel***

We landed on schedule and I got through customs and immigration with no problem. Marisol had told me, however, to make sure that I got a temporary Business Visa and that I could not find anyone who knew what that was. I did the best I could with the documents that I had and I am hopeful that they will be okay. I got to the hotel and found Ben. He went out for some ice tea and spoke about various business issues. He looks good and IJX is doing great. From there, we split up. I worked out and we met Marisol and Eduardo to go see the new space and have dinner. The space will be suitable at least for now, but once we start growing, we will happily have to find bigger quarters. Both of them have been handling themselves well and I am hopeful that this will be a good profit center for all of us. As of now, the purchase orders from the customers will go directly to IJM. IJUS will produce the goods or if needed send a PO to IJX to produce them and everything will be stocked here in Mexico. Once the customer pays and all the expenses are deducted, then the rest will go to IJUS unless we decide to invest it.

Dinner was a grand experience. We went to a local restaurant and had various types of fish and vegetables. I took the precaution of taking an ant-acid pill before going and that, combined with their requests for non-spicy food for me seem to have worked out well. I am tired and hope to go to sleep soon. Tomorrow is going to be a long and hopefully productive day.

8/14/07**4:54 AM CST (5:54 AM DST)**

Yesterday morning started out wonderfully with a good nights sleep. I worked out again with having enough time to do a full hour on the treadmill. I had breakfast at the hotel, eight scrambled eggs, fruit and bread. Mike was due at about mid-day. Eduardo was early picking Ben and me up and we were on our way to Sanmina-SCI. Whenever you are dealing with new people, it is always interesting to watch how they handle themselves because it is the little things that tell you a lot. The fact that Eduardo was early was a big deal. He was in charge of the schedule for the morning and we went into three successive conferences that all went well. Eduardo is well known and well-liked and the possibilities for new business seemed good. The fact that we would now be a local supplier with our distribution center, were happy to be part of their stocking system and agreed to their price terms made them all pleased. We were after the high mix-low volume business, the usually rush jobs. Most of our competitors did not want this. It is nice to be in a niche where few others want to be.

8/14/07

6:57 AM CST (7:57 AM DST)

Yesterday morning's calls at Sanmina-SCI went well. If everything works out, then Marisol and Eduardo will also be in charge of calling on their plant in California. We will see how things go. There are bound to be some bumps and I did not want to dampen their spirits or enthusiasm, but I also wanted to give them the reality that this is an up-and-down business. I tried to remind them that when the time came when they were having trouble and everything seemed to be going wrong, then they should call me for a reality check so I could help. Part of my job is to be a positive life force and I know how hard they will have to work and can pin-point all the things they are doing right.

Even under the best of circumstances, unforeseen things will happen and everyone has to be ready to change quickly with positive attitudes and looks for the good things that can come from them. Sometimes you have to go back a little before going forward. Not all projects work out, ideas for sales do not always prove viable, buyers change, and people come into power you don't know and can't get along with. Again, my job is to give the experience that we have to help them smooth the pathway so that they can concentrate on the good things that are happening, fix the bad and hopefully have a good time along the way.

Since Marisol used to work at Sanmina, she was not with us in the morning, but we picked her up after the calls there and we all went to lunch. I think both of them are getting a kick out of my eccentric dietary, health and exercise habits. I don't eat spicy food or drink alcohol. I am not sure if they thought I was joking, but they are convinced now. Part of lunch was disrupted by a phone call back home to try to work out the paperwork necessary to start the company in Mexico. Every country has its own way of doing things and will not change. It looked as though we would not have the paperwork necessary for me to sign and start up this week. I was getting upset, but I knew that I would have to forget about it while on the next set of calls to Flextronics and I tried to do so.

Flextronics is one of our biggest accounts and we knew a lot of people there. Fortunately, so did Marisol and Eduardo. It seems a whole generation of young people here started off working together and many stayed in touch so that their network of friends is enormous. We started off with a meeting with the people that I knew and we agreed to set up a SMI stocking system, which meant that we agreed to be able to deliver to them six days-a-week within four hours of being notified. That plus ninety-day payment terms and some other things made them extremely happy and I am hoping that it puts us in line for a lot more business.

After that meeting, we had two more with much the same conversation. Being on their SMI program, payment terms, no tooling or setup charges, we delivered what they need when they needed it. I ask them what they want first, how we can help not just in their jobs, but in their lives. If they want to get better jobs, move to other companies, need help from their friends, anything we can do, including delivering good products on time at a good price, we do it all. Selling is not just an order-by-order situation. You are merging your lives with those of your customers. To help, you have to know them and they have to learn to trust you. That is one of the reasons that I write and distribute my books and CDs. It is my way of branding our business. They are dealing with my family, my ethics, and my way of life which is how I would like us to be treated. It is the opposite of the way most people think; they do not want to be personally involved. But in times of trouble, it is the people you know that you will count on and I want that to be us. We will definitely need a car down here and Mike will make the arrangements this week.

After Flextronics, I was really tired and we move down to the attorney. Mike had by this time arrived and we picked him up along the way. I will admit that I was getting a bit grouchy and since we were not able to close out the paperwork, I was not entirely happy. I tried to keep up a mostly pleasant front and we were out of there relatively quickly, I hope that Mike will be able to sign the paperwork for me before he leaves this weekend. Otherwise, he will come back in a few weeks. In the meantime, we are moving forward so it is not a giant problem yet.

We had a little time after that and after we went back to the hotel, I tried to take a nap, but was largely unsuccessful. I knew last night was going to be draining and I wanted to try to get an additional shot of energy through sleep. I will say that I was a little nervous for this party for a few reasons. The first was it was starting very late at night for me, which was 10:00 PM EST, the time I usually am ready to go to sleep. In addition, there was going to be drinking and a lot of very spicy food. I indulge in neither. I also knew that the people there all had the potential to give us a lot of business so I had to be attentive to everything going on and still make sure I had a good time because that is something you cannot fake.

Marisol and Eduardo picked Mike, Ben and me up and off we went through rush-hour traffic, which was still heavy even though it was after 7:30 PM. The restaurant was called La Tequila, after the drink, so I knew the alcohol would be flowing. We ended up with a total of about fourteen people including our group and it turned out to be a lot of fun. I was sitting next to some very nice people who had never heard

my varied life stories about my wife, father-in-law, family, philosophy of dating, sex and starting and running your own business. I was very interested in where they had come from and how they got started. The food was good. There was plenty for me to eat, the conversation excellent and everybody looked like they had great fun. Time passed quickly and we left there at about 10:45 PM. When I got back to the hotel, I tried to get boarding passes for Ben and me this morning, but could not do it. Then it was upstairs to grab a few hours of sleep because I needed to be up at 3:00AM to get to the airport. I got to the lobby a little early and tried to get boarding passes again. I failed with Ben's but did get mine through.

The ride to the airport and check-in were fine. Ben and I passed the time talking about finances, how to handle the distribution centers regarding processing orders and general business stuff. We see each other three or more times a year so these trips are really important for face-to-face contact, discussing new projects and ironing out any communication problems between our two teams. It is now onward to Houston and then transfer to Dallas where we start more sales call. I hope that the car I hired is on time and ready for us.

8/15/07

3:39 PM CST (4:59 DST)

I am sitting in a plane from Dallas to Houston and am next to a man who does not want his name used. He is in the garbage business, is too big for his seat (meaning I am cramped), extremely outgoing and not a bad guy. He could be a pain, but I decided to declare him as fun so therefore he is. It is interesting how you can define a situation and then it is as you see it. It is always fun meeting people in an airplane and we are now landing. I have to shut down, but it is probably best that I say no more about them.

8/15/07

6:16 PM CST (7:16 PM DST) - In Flight to Phoenix

I love being out on the road. The opportunities that arise are those that could never happen being at home. You know how I love my life, but sometimes you have to be out there to be in the mix, the flow of what is happening in the world. Ben and I took an earlier flight than scheduled from Dallas. I was seated next to a very interesting man. As we spoke, I learned that he was a CEO turnover specialist and about five years ago joined a group of entrepreneur/inventors to create a new company that creates and sells software to help people follow-up for all types of company needs. He talked about starting with a few people and they now have 5,000 and then he mentioned that they were interested in going to China. I asked him if he wanted to speak to Ben, who

happened to be sitting behind me and they are now busily engaged in conversation. Interestingly, Ben and I had been talking about branching out to new areas a few hours ago and how we both now had some time to do so. We opened the door and now may have some possibilities, most of which won't work out, but a few will and they could end up being major sales avenues for the company.

In the mean time, I got a decent amount of sleep last night and was awake by 5:00 AM. I was planning to work out in the hotel gym, but the noise there was so loud that I had no choice but to walk outside. It was already in the 80s and humid, but it did give me a chance to listen to my mentor, Jean Shepherd and pick up some juice and water to mix in my breakfast oatmeal. Our driver for the day Juanita was right on time and off we went to Alcatel-Lucent. Out of the two people we hoped to see, one was there and she also brought a new buyer, which was fantastic because she had only been in the job a week. With the Lucent takeover, Alcatel has become an even bigger force in the Telecom industry and we were in a unique position to be of help since some of the labels would not be produced in China and the U.S. Since we had plants and art-master capability in both, they were pleased to have us available.

We then went over to Commscope where I introduced Ben to a lot of people, many had known me for a long time. It was great to see them regardless of whether there was business to be had or not. As it turned out, our new line of panels was of interest and there is a chance for new business. They also have a distribution center in The Netherlands, which is great for our location there. We took out one of their engineers for lunch, an old friend who used to work at Lucent Technologies in Whippany.

Juanita then whisked us to the airport and on the way, she suggested that we call to see if we could get an earlier set of flights and indeed we could. With the time difference, we should be there at about 6:30 local time, three hours behind New Jersey and I will have time for dinner and maybe a walk or swim. It also means I need to call home as soon as we land so Wendy will not be asleep. It has been great so far and I look forward to tomorrow.

The temperature in Houston when we left was about 105 degrees Fahrenheit; I think that Phoenix may be hotter, but probably dryer.

We have been getting a lot of emails and phone calls from IJM. There will be a lot more and a lot of training to follow. As hard as they try, Marisol and Eduardo have never been in sales and there is so much to learn.

8/16/07

3:37 PM West Coast (6:37 PM DST) - Phoenix Airport

So far, we are delayed about fifty minutes on our way home.

We got in last night. It was about 107 degrees Fahrenheit and really hot, but not humid. Ben and I had dinner. I got to sleep at about 11:00 PM and got up at 5:00 AM. Part of my workout included a long walk and although it was hot, I did not find it uncomfortable. Ben and I were picked up by our able driver for the day, Mark and off we went to Motorola. Things had been going very well so I had no idea what to expect. As it turned out, there may be some projects on which we can develop further. They were very happy that we would be operating in Mexico, which will make it much easier for them to deal with us on a global basis. On another good note, as per everyone else, they had rave reviews for the performance of Alice, our people and our company in general. It was very nice to hear all the positive comments.

We then set out for Scottsdale to see the people at North American Interconnect. There was in charge at their locations in Mexico and China and was also very glad to hear we could support them in both locations. We don't do a lot of business there, so there is now a chance that we can take in a lot more. The temperature was about 107 degrees Fahrenheit by the time we headed back to the airport. That is where I sit now. I have been working few hours, which should put me in very good shape for tomorrow.

I have been on the cellphone and emailing regarding the paperwork for IJX and it looks like we have the needed certification from the state of New Jersey. Now we have to get it to Mexico so that Mike can sign the incorporation papers. This means he might extend his stay to the middle of next week. He has more work to do there so I don't think this will be a problem and it is much better to get it done right away.

Once that is completed, our way should be clear to begin operations. I will check on IJN either tomorrow or next week. They are waiting for us.

Ben and I are planning to meet in Europe for my next trip in early October. He needs to meet the people in Hungary and The Netherlands. We are truly becoming global, which means more traveling for all of us. That is probably a great thing. For now, I am tired and am hoping to sleep part of the way home.

8/16/07

10:33 AM DST - In Flight to home

We have about two hours to go before we land. I am looking forward to getting back to my family, my normal routine, my tennis game, and my life. I am a very fortunate man.

8/18/7

11:33 PM DST - Home, NJ

I got to sleep Friday morning at about 2:15 AM, got up at 4:00 AM and started my normal day. I played tennis, which was a little rocky since I was so tired, but I got through it okay. During the rest of the day, I got a lot done, had two naps and finally got home at about 5:50. My wonderful wife had dinner ready, Kayla was there and I went to sleep early.

I got up this morning after sleeping over eleven hours (missed temple) and had breakfast with Kayla and Wendy. Then it was off biking with my son Ben, it was an incredibly beautiful, cool day.

Tonight we went to an engagement party for Bruce's daughter Annie and it was a lot of fun. I am starting to feel a bit older with her getting married and Alex going off to college, but I am having a great time so I will focus on that. At the party, I saw a man who was a friend of Bruce who may need help in getting into Chinese manufacturing. Perhaps the environment has changed or having the two new distribution centers is making a difference. It seems that the overall interest from people on the outside to get us involved in their business seems to be increasing. It might also be that Ben and I have more time. For whatever reason, I am eager to see where it all goes and how we can expand into new areas.

Tomorrow morning, I see Uncle Ira for tennis; he is back from vacation. Then I will bike and go see my parents in the afternoon to give them the CD that we made about them. I hope they like it.

8/20/07

9:41 PM DST - Home, NJ

About two years ago, Ben and his former partner CY told me about a product called the Gamma Device that was a Gamma Ray surgical system. It was used in China to kill cancer cells and the results had apparently been extremely good. Nothing came of it there, but last week Ben mentioned it to me again. Its cost would be in the low seven figures if we could get into a market outside of China. They had been having a lot of success inside China, but none outside. With our opening in Mexico, I thought it might be the ideal place to put one and I thought I remembered a friend who might have gone to medical school there. After getting home last week I contacted him, a vascular surgeon and also spoke with his wife, a critical care nurse and briefly ran over the system. It turned out that he had studied in the Philippines, not Guadalajara. It did not matter though. If he liked the product, then he had the contacts to go to Mexico.

This afternoon Uncle David confided in me that he has prostate cancer. While there is excellent treatment here, I thought about this machine and the possibilities of helping him. I dropped off the product

information to my friends and hope to hear if they are interested by the end of the week. If so, I will create a plan of bringing a group of doctors and nurses from the U.S. to travel to Mexico to help set up and oversee the unit down there. If it is approved, then we can move it throughout Mexico and extend it elsewhere. Perhaps it is one alternative for my friend.

Customers tend to change companies all the time and one called me after having left one Canadian company for another (in this case a contract manufacturer). After telling him about our expansion and our new capabilities, he asked me about a label application for one of their new products. After looking at it, I steered him a way from the label and offered to manufacturer the whole unit for him in China. He agreed to look at our proposal and we will have suggestions for him by the end of the week.

I have decided to step back even more from the day-to-day activities of the company and concentrate more on world marketing and moving into new areas.

My "The Wisdom of My Parents" CDs finally came in today. They had been lost at another company in our building. My Mom and Dad loved it and I am happy. Now we will send it all over the world with my book. By the way, my book is supposed to be in this week and the world release can begin.

I am setting up my next trip to Europe and Ben will meet me there. I need to get a driver for Montreal and try to get more appointments. Ben leaves tomorrow for school, Alex and Wendy leave Wednesday to take him to Washington University in St. Louis and Kayla goes to a religious retreat on Thursday. I'll spend Thursday night alone until Wendy comes home on Friday.

Next Thursday, we go to the Berkshires for the weekend. It will be nice to get away.

8/21/07

9:57 PM DST - Home, NJ

Last night did not end with going to sleep. At about 11:30 PM, I was alerted that our dog Bailey had swallowed a lot of dark chocolate. Dark chocolate is bad for dogs because it can kill them and we had to make him throw it back up, except Bailey did not want to do that. After about fifteen minutes, I gave up and went back to sleep. The rest of the family kept trying until they were successful. I must admit it was a pretty funny time and a happening moment, especially since Bailey seemed also to be having fun having all the attention centered on him. Today I played tennis and spent part of the day trying to finally take care of my online account trouble. The stop on my account was not

done so the person who was trying to extort funds out of my account eventually succeeded on the fourth attempt. My account now shows \$-10,000.00. The bank says that they will have it taken care of by tomorrow morning, but it was a major pain.

We submitted another panel for review to Alcatel-Lucent today.

Alex leaves tomorrow and is having a bunch of friends over tonight. They are making noise, but it's not too bad. It is strange to think that he will be gone and the next time I will see him is Thanksgiving. He has turned out to be a very good person, intelligent, driven and I am proud of him. Things will be different without him on a daily basis. The biggest change will be for my wife, having only Kayla home.

Enough of my new books are in so that we can start mailing them out tomorrow. I will have over 1,100 autographs to write. It will be a lot of fun work.

I am now also scheduled to go to Colorado in the middle of September. I am trying to help Ben get a visa for Hungary and maybe Poland for our next trip. Soon as I know, I can start booking more flights. Marisol and Eduardo starting making sales calls. She is finding them very tiring, just as I do. If you do them right, you give up a lot of energy. She understands more of my suggestions.

8/23/07

7:19 PM DST - Home, NJ

Our crew in Mexico is trying to not only hold on, but expand the business we have down there. I am inclined to think that we will lose part or all of it simply by the general rule that the reason you do something is not the real reason for being there. Like in China the first goal was for sales there now that has migrated to sending out product produced there. Since I am assuming the worst can happen, which is losing all the business. We'll deal with it.

It is a surgical tool that uses sound waves to destroy cancer cells. Ben knows the owner of the company well and she is willing to give us a machine for low cost to begin. I am trying to assemble the team now, it will not be easy because it involves highly paid doctors who may be difficult to handle. We will see if we are able to do it and what I need to be done.

My trips for Montreal next week and Denver next month are pretty well set. I am anxious to get back into the field, the action is there and I want to be in the thick of it. Not too long at a time, but I want to keep going back.

Kayla went to a religious retreat until Sunday and Alex and Wendy are in St. Louis. I spoke to my wife today and she says that our son is getting acclimated and we hope that he will be fine.

My son Ben is in Cleveland and asked me to pick up his bow for his bass guitar today and overnight it to him, which was accomplished by our great shipping staff. He plays in the orchestra at school.

It is strange not having Alex around. He was such a powerful force and it will take a little while to get used to it.

Our new mailing is launching. The CD is already getting really good reviews and I hope the same for my book.

8/25/07

10:12 PM DST - Home, NJ

I went to Temple this morning and then riding with Uncle Dave. By the time we went riding, I had already emailed my proposed plan of attack to Ben in China. It would consist of 4 teams.

Team 1 - Make contacts in Mexico and negotiate a deal. Our people there are already working on it.

Team 2 - The second team will start taking care of marketing throughout Mexico and South America.

Team 3 - Take care of marketing throughout Europe-I have already contacted our group there.

Team 4 - Set up the system for franchising throughout the world.

I got word later that Ben thought it was a great plan and is doing more work on it from his end.

Knowing Uncle Dave as I do I knew that even if this project got underway and it proved to be everything I had hoped then the odds were still against him using it. But I still had to try. If there is something I can do to help him than it is my job to do it. In addition we could help a lot of other people and potentially make a lot of money along the way so it is all good.

My Dad, who is probably a leading authority on cancer treatments in our country with all of the research he has done and the experiences he has had, said he would also help in checking out the full body Gamma Knife to see its potential.

The other new project is for my friend Dan. His company currently produces tubes that bring sunlight from a roof to various places within a building reducing the need for electricity powered lights and a lot of the air conditioning. I think we have the ability to redesign his units and potentially make them in China. It's a win on all sides if our ideas work.

We spoke to Alex today at school, he sounds really good.

Kayla is due home tomorrow.

8/26/07

5:07 PM DST - Home, NJ

I just put in the French fries to cook for dinner so I have to be done writing within thirty minutes.

I am in my cave and Kathy Mattea is on my CD player. She has a wonderfully melodic, upbeat way of singing. She is the definition of being relaxed and I love to hear her music.

Riding with Uncle Dave yesterday galvanized me in my quest to find a cure or at least a treatment for prostate cancer. I started researching online for the SGS device and found some interesting information. It seems the original manufacturer is a company in Sweden and they have their machines all over the world. The good news is the process has been extremely successful in helping many people with such things as brain tumors, various cancers and other types of complicated illnesses. As I was reading, I began to notice though that there was a specific lack of information on the treatment of prostate cancer. I had already checked with Ben and the company in China has been using their machine for that illness and it occurred to me that that there were a few reasons why it might not be used outside of China. The machines cost so much money that in order for them to be profitable, the oncologists have to specialize in the extremely unusual types of cancer where they can charge top dollar. The machines cost a lot, running them is not cheap and the oncologists aren't either. Therefore, it occurred to me that if you could buy a less expensive machine like ours, use less expensive doctors and set-up clinics as opposed to hospitals then that you might be able to make a good profit. At the same time we could also help a whole group of people who would otherwise have had to go through extremely invasive surgery, with a long recuperation times and bad side effects.

If the cost of our machine is less than 25% of the ones from Sweden, I have to check, but it could easily be the case that this whole market might be open to us because it is not profitable for the higher costs operations. If so, then we might be able to start in Mexico and the Netherlands and then maybe even break into the U.S. market if we can get FDA clearance. For high profile operations like brain cancer, it would probably be almost impossible, but if we limit it to prostate surgery, it might be a lot less money and time to get it approved. We are in new territory and I like that. Let's see what happens. At the very least, we should be able to set-up something for Uncle Dave if he decides he wants to be treated with this machine. What a road I am on.

8/29/07

6:10 AM DST - Newark Liberty International Airport

I am sitting in the Continental Lounge waiting for my plane to Montreal. The last few days have mostly been spent getting ready for

this one day trip, helping our people at IJM get ready for their opening next month, working on marketing the SGS device and Solar Tube Projects.

Today's calls have the built-in advantage: we do no business with this group of Sanmina-SCI or the company Kontron so I have virtually nothing to lose, a nice thing when attacking. I can afford to be extremely aggressive if I feel the need because I have only a few minutes with each person in which to ensure that they remember us. I hope the lasting impression is one of intelligence and knowledge.

I have arranged a car to meet me at the airport. If he is not there, then I will improvise.

As far as IJM goes, both Eduardo and Marisol are aggressively going after new business and trying to hold and expand on what we already have. I am satisfied with their efforts. It is early, but I am pleased.

Information about the SGS device should be coming in today so we can load it on our website. My dad said he would help with the research and so far it appears that the device works very well. Ben is going to check the two companies involved in China and see with which we want to align ourselves. I will leave it in his capable hands.

We have a meeting Tuesday with the solar tube people for their passive energy project. It is a very cool concept. Daylight is "piped" in from the outside and is used to replace electric lights. The light is healthier, cheaper and helps people to be more productive not to mention saving a lot of energy. We think we have a good re-design that could save a lot of money. I look forward to seeing if our concepts will work. As with most things, it involved, plastics, metal and adhesive, as far as we are concerned, it is a label application and well within our areas of expertise.

Unfortunately, my stomach is currently in rebellion. It hurts a bit and the way it feels means that I will not eat for a while. I am hopeful that by not eating it will eventually calm down and will not cause me too much trouble today. Feeling hungry would be a very good thing, but that has not happened yet.

I have been trying to work out my next trip to Europe, Ben is joining me, and the problem is that he needs a visa for almost every place we are going. So far so good, but I am having some trouble with Poland. If we can't arrange it then he and I will split off.

Results from our last trip together to Mexico, Texas and Arizona have been good and we actually have a telephone conference tomorrow on a new project. Ben will call in at 4:30 AM his time. I will call from vacation in the Berkshires and the rest of my guys will call from the office. It is an amazing world in which we can all connect this way.

I realized last night that there was no-way I could carry all of the

books, CD Announcements and envelopes with me in my carry-on luggage to Canada and I had no urge to put a suitcase under the plane. I packed the samples for the people I plan to see and will ship the rest. I hope I choose the right people. If not, we can always send them later. It will be time soon to start heading for the gate.

8/29/07

4:09 PM DST - Montreal Airport

It has been a really good day.

The plane landed early. I met my driver for the day Frank who was pleasant and knew his way around. Since we had extra time, I asked him to give me a tour of Downtown Montreal. It is actually the only way I get to see cities so I try to grab the chance whenever possible. It is a beautiful place, reminiscent of Paris and has a wonderful, cosmopolitan air about it with the many artist and other types of shops. I wanted to see the area around McGill University where my niece Rachel attended school. I had the feeling that Kayla might want to make it an option so I thought I should check out the area. It seems safe and was nicely kempt. I will feel okay if she wants to study here.

From there, I was off to Sanmina-SCI. As with all of our customers, saving money is the order of the day and happily they were very interested in our suggestions and our new EMI shielding technology. There are actual projects to work on in order to get a chance at some new business.

My stomach was still not great and it was lunch time. Frank took me to a local mall and I surveyed the food court to try to find something not spicy that would give me a stomach ache later. I finally decided on a chicken sandwich, which was so good that I bought two more for dinner.

We then went to Kontron for the next meeting, which also went well. They too have an actual product for us to work on and I have a sample to bring back with me. We will probably try to manufacture it at IJX.

It was then back to the airport where I now sit. I checked to see if anyone was sitting next to me on the plane and there is. This means that I don't get an extra seat, which is okay especially since the plane seems to be on time. This way I will get home by 7:30. My stomach is still not great, but it is okay enough to eat and travel so I am not complaining. The office is running fine without me. Sales are below last year for the month, but I think we will be fine.

Going away for a few days is sounding really good to me right now.

8/30/07

2:50 PM DST - Lenox, Massachusetts

As it turned out last night, there was no one sitting next to me and the plane was early. What a great end to a great day: two flights yesterday and both early.

I am sitting in the screened-in porch of our house in the Berkshire Mountains. Normally I would be out biking, but since I barely made it through tennis this morning with Marc, I decided to take it a little easy and be nice to my body. I started getting this stomach pattern I get every once in a while about two days ago. The symptoms include an upset, achy stomach, but I think that I am nearing the end and hopefully I can return to biking tomorrow.

The good news is that I did get through tennis so I am reasonably calm about not getting to exercise again. I realize that I have become obsessive about my workouts but at least the results are beneficial so I will let the behavior continue until it becomes destructive.

We got some really great news this morning. Alcatel-lucent informally flame tested one of our panels and it passed. This means that if we can get through the next EMI shielding test, then we should have the green light to start supplying them with our products. We also got word yesterday that our first injection molded plastic insert part was accepted and orders should be coming soon.

The drive up here was fine and we had lunch with Wendy's parents.

I think I will go take a nap.

We have a phone conference with Motorola at 5:00 PM today. Al, Vinnie and Mike will call in from the office. I will do so from here and Ben will call from China. It could be a big project and it does not matter if I am on vacation or not; I will participate.

8/31/07

7:18 PM DST

Yesterday's conference call seemed to go well and we should find out early next week if we will be chosen to participate in the project. It sounds like a good one so I hope we get the chance. Yesterday night, we had dinner with my father-in-law and mother-in-law at a really good, local restaurant. It was then home and to a wonderful sleep on our screened-in porch. It rained all night. The sound of the rain on the roof was amazing and I slept soundly. I woke up this morning, the rain had ended, but it was still cool and drizzly. Jeff and I were still scheduled to play golf with a married couple (friends of Jeff) who were pleasant. I had not played in a long time and it took me a while to get used to my usual 5-iron and putter regime, usually the only two clubs I use. I got back into the feel pretty quickly.

At the forth hole, I was preparing to shoot my second shot when I looked back and saw Jeffrey lying on the ground next to the golf cart.

By the look of him, I thought he was dead and I dropped my club and sprinted over to check on him. Happily, he was conscious and I helped him up. He was a little wobbly, said he hit his head and his hip on something but wanted to continue to play so we did.

Jeff and his friends were not moving quickly and there was a group behind us who asked if they could play through (go past us). The couple we were playing with refused. Two holes later, one of the players from before came up and very politely explained they were in a hurry and asked again if they could play through. I was happy to say yes as was Jeff and the other husband. The woman in our group, however, steadfastly refused. She made them wait behind us. They quickly quit and left the course.

I believe in Karma, good will and good works. I believe in being nice to people and trying to get along. That woman did none of that and from that moment on, I wanted nothing to do with her. I would have left the course myself to get away from her, but they were friends of my father-in-law and play with him a lot so I did not want to upset them. I plan never to play with them again and I still feel badly about the people behind us. It takes so little to be nice and I like the feeling of being good to someone else. She robbed all three of us of that.

After golf and lunch, Jeff dropped me off at home and I went biking. The weather was just starting to break and it was becoming very nice. As I road through the Berkshire countryside, my positive state of mind returned. We were due to have dinner with good friends tonight, but we got a call from Bunny that Jeff was disoriented so we decided to take him here to the Berkshire County Medical Center. He has had a lot of health problems recently and Bunny did not want to take any chances. Wendy and Bunny are with him now, he is being checked out and I called Kayla to tell that her grandfather could be really sick, which was not a pleasant thing to do. I wanted to prepare her in case of real trouble.

So here I sit in the emergency room in the waiting area. I was smart to bring my lap-top case with me. It has my mobile office with just about everything I need to stay occupied for a while. I have no idea how long we will be here. It will be very strange if something happens to Jeff.

8/31/07

8:56 PM DST - Berkshire Medical Center, Massachusetts

I am back in the waiting room again. For the last ninety minutes or so I was back in the emergency area with Jeff, Bunny and Wendy. Jeff has refused to stay over night for more tests and no convincing from us has worked. Therefore, he is waiting for the results of one more test and will then be discharged. Since he is not staying, I would just as

soon get him and Bunny home. He is not well, but he cannot be forced to stay so I want this to be over so Wendy and I can go get some dinner. Then, we'll go home and get ready for sleep. I have no idea if Jeff will last through the night, the week or how long, but I can't force him so his future is in his hands. I do hope that if something bad happens that Bunny is not alone and she can get him help quickly.

It is interesting being in the emergency room looking at the people coming and going. Some look sick, others seem worried and still others bored. The people here are nice, but I am sure everyone wants to get out as soon as they can. I cannot think that this can be a good thing for Jeff.

SEPTEMBER

9/1/07

5:30PM DST - *Lenox, MA Home*

We got home at about 10:00 PM last night after unsuccessfully trying to get into a restaurant. Apparently most of the eating establishments in Lenox close at 10:00 PM. We had some food here and Wendy and I made a meal from that. Kayla kept us company and it was nice family time. At that point, we hoped that Jeff's decision to come home was a good one and maybe the worst was behind him. We had planned with Bunny to go to breakfast at our local favorite place at 9:00 AM this morning.

Unfortunately, we got a call around 7:30 AM that Jeff had a bad night and was disoriented. The new plan was for us to go to breakfast without Bunny and then swing by and go with her to take him back to the hospital. We got a call as we were eating that she had called 911 because she and Ritchie (our house caretaker and friend) could not get him to stand up. We hurriedly finished and rushed over there to find two Lenox police cars. Jeff did not seem to be in pain, but he was also not lucid and we could not get him to stand up. The emergency squad arrived and eventually strapped him to a chair and took him by ambulance back to Berkshire Medical Center. Wendy went with Bunny and I took Kayla back to the house. She was going to do school work; she still had a lot to do for her Advanced Placement classes and I would go biking.

Kay and I went to the store for food and eventually made our way back to the hospital. She has been great about this whole thing and has happily decided to go with the flow and whatever we needed her to do she has done with a smile and positive attitude.

We saw my father-in-law at the hospital and he was still not lucid and the doctors thought he might have had either a stroke or heart situation or both. He was going to stay for more tests. I seem to be one of the focal points in things because I was the one who first saw him go down at the golf course. As is understandable, Jeff hates hospitals and is trying to get out as quickly as possible, but he is not acting normally

yet and will have to stay until he gets better.

We left Bunny there about thirty minutes ago. Wendy's sister Barbara and her husband Cliff are on their way from New Jersey and should be at the hospital by now. We are all supposed to meet later for dinner somewhere. Tomorrow Wendy's brother Buz, his wife and son are also due here; they live about two hours away. We have no idea how long Jeff will be in the hospital. As of now, Cliff will come home with Kayla, Bailey and me. Wendy will stay with Barbara until Monday or Tuesday. I think I will go and spend some time with Wendy. She has had a hard day and her father, as much as I love him, can be difficult. She is always trying her best to do the right thing but it is often not an easy task.

9/2/07

10:52 PM DST - Home, NJ

As it turned out, Jeff did not want visitors last night so Bunny, Barbara, Cliff, Wendy, Kayla and I had a nice dinner. Afterwards, Wendy, Kayla and I went back to our house and Barbara and Cliff stayed with Bunny. I spent my last night on the porch and although it was chilly, it was still really nice and I enjoyed it thoroughly. I got up this morning, had breakfast and biked again in the gorgeous weather while the others went to see Jeff. He was doing better and if the balance of his tests came back okay, he might be okay to go home tomorrow. Wendy and Barbara were planning to stay until Tuesday to be with their mom and so Kayla, Cliff, Bailey and I left for home at about 11:30 AM. It was a great trip both because Cliff likes to drive and Bailey was quiet for most of the ride home.

Happily, Ben was still home. He had a gig nearby and was spending the night before heading to another concert near Philadelphia and we got a chance to visit for a while. He is starting to plan out what happens when he graduates and there is a chance he could stay in Cleveland or he might even come back to this area, which would be great. As it turned out, Jeff improved even more so that Barbara and Wendy actually came home tonight. Unfortunately, she missed seeing Ben.

Throughout the weekend, Ben and I have been emailing about the SGS System, the solar tubes, our upcoming trip and general business. I am extremely happy how well and hard all of our people are working together, which will be reflected for the IJUS crew when the bonuses and pay raises are settled on for September.

Tomorrow afternoon I am hoping to do some more cleaning in our basement. With only Kayla left, we can make it much neater area. I

missed Alex today; it comes in waves. As long as his grades are good, he works hard, achieves his goals and is happy, then I too am content.

I am hopeful that the problem with the fraud on my bank account is mostly settled. The people from Nigeria/Soviet Union who stole my money have been doing it to a lot of people. It is too bad because it is giving their countries and their citizens a very bad reputation and I am sure that honest people from there will have much harder time doing business because of it.

9/4/07

9:41 PM DST - Home, NJ

We had a meeting today with the solar energy guys Dan and Hugh. Present also were Vinnie, Al and Mike. After going over some design potentials, we adjourned the meeting and Vinnie and Mike went to work to see what was already out in the marketplace. There was no way I was going to put energy and money into technology that was already in place so we needed to check it now.

As it turned out, almost all of our new ideas were already being utilized by other manufactories and in fact, this technology of "solar tubing" was almost three decades old. Then came the question as to why this technology was not in use more and that is something we need to explore. It could be the basic fear of putting holes in people's roofs, fear of homeowners having leaks and suing, the general fear of something new. We need to know what it is that is holding all of this back.

I do not think my original idea of trading carbon credits in exchange for putting in solar and wind systems for free will work. The capital outlay is too large and the payback in the credits too small. I have adapted that idea to something I remembered from long ago. When the telephone was just being put into use the fear of fire, caused by their usage, was great so they decided to include an insurance policy with each phone in case of any trouble. I am not sure if this whole thing will work.

Fortunately, Jeff Aaron is better, but he may have an artery blocked. They will try to treat it with drugs and then surgery if necessary.

We are moving along on the SGS System. I am leaving that to Ben. Right now I am trying to finalize our trip to Europe.

Kayla starts her junior year in high school tomorrow.

Alex and Ben both seem fine at school. The house is quieter without Alex around.

THE IDEAL ENTREPRENEUR

My old friend Steve Lang, who is a composer, has songs in two current movies, which is very cool for him.

My adrenaline is rushing; it may be hard to go to sleep.

9/5/07

9:56 PM DST - Home, NJ

I was right, I did not get to sleep for a while last night.

Kayla's first day of school went well.

I am tired, but still getting adrenaline bursts. New things are happening and I am getting ready.

9/6/07

10:03 PM DST - Home, NJ

Our plans for a potential new energy company are moving forward. We are checking on what we can promise regarding the payback for the energy systems we hope to install. It will involve some complex financing and insurance in order to be able to make this idea realized. We are using the roofs of buildings like farmland and the passive solar is our crop. Utilizing roofs is something I have wanted to do and now we may have our chance.

Of course, convincing the owners that punching holes in them to filter sunlight through tubes throughout their buildings to light them may take a lot of convincing.

The ADTCA panels are supposed to be on their way to us. If they look okay, we will go into mass production for samples and blanket our customer base.

The gaskets for the panels for Ciena should be in by Monday and then they go off for final testing.

The panels at AL should be final-tested by the end of September.

More stuff is moving to IJX. If all goes well, their sales could more than double in the next twelve months. I am not sure how it will work for IJUS. We will be supplying IJM and IJX will supply both IJM and IJN. Mike will go to Mexico later this month and The Netherlands early next month to launch both centers. Once they are operating and making money, we can look to more locations as needed. These projected new locations should be easier each time we learn to duplicate our existing systems

My book/CD launch has been temporarily stalled for the good reason that our shipping department has been busy. I am not wishing them to slow down, but we will need to start mailing again soon.

A lot is going on in my mind and I am having trouble sleeping, weird dreams and not a lot of sleep. I must be moving upwards to another level, but there is no telling how long this could take.

9/9/07

9:54 DST - Home, NJ

My headache, which I keep thinking has passed, is back and it has been like this off and on for a week. I hope it is gone soon. I may be reading too much into it.

Yesterday was a lot of fun. After temple, I went biking with Uncle Dave. It was a hot, humid day, the kind we both like for riding. Since he found out he has prostate cancer, I have been trying to treat him normally and I may have gone over a little bit yesterday with telling him about a few things he might do differently, non medical of course. But, as usual I apologized and he forgave me. Lately we have been stopping near the end of our rides for an iced tea and those few minutes of relaxing in front of the restaurant watching the people go by and talking have been very pleasant.

Last night the Jensens came over for dinner. I have known Jim for about twenty-nine years and we are still as good friends as when we started. His lovely wife Janet was with him and happily all four of us get along really well. Jim and I stay in contact via phone and email and try to meet at various points in the country when he and I are traveling. He is a good man and it is an honor to call him my friend.

Today I played tennis with Uncle Ira and then went biking. I stopped by the office on the way to autograph more books so that they could go out tomorrow. We are up to the letter C, which means we probably have another 1,000 books to go. Sending them in batches is good and it spreads the sales effort over more time. People seem to like getting them, especially when they are signed. It is a good way to keep track of the people who have left by the returns coming back.

Kayla's junior year in high school is in full swing along with the heavy pressure. I will do my best to stay out of her way, be supportive and anything else I can do to make it easier.

I found a report about doing business in Eastern Europe that my partner Ben had given me some months ago. I did not read it before, but was really glad I started on it tonight. With our opening of IJN, it has some great information and can help formulate our sales efforts for Europe. I emailed Ben my apologies for not acknowledging it sooner.

THE IDEAL ENTREPRENEUR

My son Ben said he would have the new CD about death ready this week. That means we will need a cover so I can submit it as an audition tape for the Sirius Radio Network. I will contact Rabbi Cohen so we can get a picture for the front cover.

It is Sunday Night and I hope I sleep soon.

9/10/07

9:51 PM DST - Home, NJ

The Solar tube project is dead unless we can come up with a new process. I spoke with Dan Gallagher today. The payback for the cost of the installation and materials without profit is probably more like six or seven years, which means we would have to get twelve years of the money in exchange for the power we save. I doubt anyone will do that. The only hope is to utilize a new technology like fiber optics so we don't have to punch through the roofs, but can channel the sunlight around the building. I may try to get my partner Ben involved. As it stands, the project will not go forward.

We are in the midst of employee reviews. Almost everyone will get more money, maybe not as much as they wanted, but then I think some of their requests are unreasonable. I will be focusing on increasing the responsibilities of everyone so that our top people will be released from some of their less important jobs and who can then take more off from me. I need more time to go after new areas, new suppliers and new ways of doing things. We are in position now to do more in different areas. I need the time to be able to do it.

I got beaten thirteen straight games in tennis today. I did not win any although I was playing pretty well. My ego is definitely being kept in check.

We have the chance of paying out bonuses and not touching the credit line. Taxes are paid for the moment, which is a very good thing.

9/14/07

10:35 PM DST - Home, NJ

Yesterday was the Jewish New Year. The various services went well. Our group of ushers, which I lead did a great job. One woman was upset with me the other night about something, but I could not ascertain the reason. Last night, my brother and his family hosted a New Years Day celebration dinner, which was fun with a lot of great food. A lot of our relatives were there and some other friends of the family.

I found out that my nephew Jeremy, my sister Irene's son wanted

to move to Las Angeles. So this morning he and his Dad set out in his new car for California. He has a degree in accounting, but decided he wanted to try sales. He will be on straight commission, which is a tough way to live unless you are good at it. Unfortunately, the only way to find out is to try and I admire his courage. I gave him copies of most of my books, games and other things to help him get started. I also asked him to call me when things got really hard. As my wife said, this is the best time for him to try it, his only responsibility is to himself. I wish him well.

We are making progress on the SGS Project. When Vinnie and I go to Asia in November, we will go see a working facility.

We gave out some promotions, bonuses and raises. Everyone seems happy so far. Mike is now a vice president. Anna and Eileen were promoted to managers. Ariel will leave at the end of the month; it is time for him to find a job in the field where he got his college degree. Even though he knew it was time to go, it was tough talking about it today. I like him, but it is for everyone's good especially his.

Uncle Ira has decided he does not want to work on Friday's anymore, which means we get to play tennis early instead of late. This also works out better for me.

My new book, CD and the flyer have been going out in groups. The response has been positive. This is always good for a writer's fragile ego.

9/17/07

9:57 PM DST - Home, NJ

My sister Irene was over for dinner tonight. Her husband David is still away with their son Jeremy to help set him up in Los Angeles. I offered my guidance and advice whenever he needs them.

I asked Ben to go to India for me and he graciously agreed. I will help to setup appointments to make it as productive and efficient as possible. That part of the world is his and I am very happy to utilize his talent and drive there.

Mike is down in Mexico opening IJM this week. The timing is good. We got word that LSI Logic is closing their manufacturing lines in Kansas and moving them to Solectron in Mexico, which is already a customer of ours. I will try to get to Kansas in the next few weeks to go after all of the business. There is a nice man there who has helped us and I will try to hire him part-time if that can be arranged.

9/18/08

7:23 AM DST - *Newark Liberty International Airport*

Today it is a one-day trip (I hope) to Colorado.

I was actually able to sleep late this morning for a 6:25 AM pick-up to the airport. I was able to kiss Wendy goodbye, let Bailey outside and give him his medicine and a biscuit. So it has been a good morning already. Today's schedule is very simple. I get off the plane in Denver, a car is supposed to be waiting for me to take me to Flextronics. I am supposed to see a bunch of good people then get back in the car, find a place to pickup some dinner if possible for the plane ride home, go to the airport, and maybe have a phone meeting with the folks from the Performance Track Participants Association. I am on the board until then end of the year. If all goes well, I should be home by about midnight, which is good because I have a tennis game scheduled tomorrow morning.

Of course knowing the rules of the road, my schedule is now dependent on whatever happens so I will try to remain open to the possibilities and go with the flow. I am excited because I have the Death CD from my son Ben and I want to preview it today. It is going to be ours, my friend Dan Cohen's and my audition tape for a show on the Sirius Radio Network. We created some cover art for the CD yesterday, which both Dan and I really like so it is a step in the right direction.

I had planned on waiting to eat breakfast until we took off but I am not sure if I will wait, the slight pangs of hunger are starting to be felt. I am very fortunate that I have found at least one working plug so my iPhone is now charging.

I got some emails from Ben last night and one of them was for a source for fiber optic cabling so I will try to find that now. iPhones are amazing with their internet access and ability to transmit and view files. I am still getting used to it.

We are trying to source the light tubes from China if they can save money. We are also trying to substitute fiber optics. It is a slim chance, but you never know.

I am looking forward to start testing for our new light shades where we create vertical slat shades that reflect and help light rooms. I am planning on using a door hinge, coat it with silver material and change angles on it to test for various light positions.

9/18/07

5:58 PM Central Time (7:59 PM DST) - *In Flight*

Today's one-day trip was to Colorado to see the people at Flextronics. I had heard about the installation there and was anxious to get to meet the buyers and engineers. We landed on schedule and

my driver for the day was nearby so all was well. We were ahead of schedule and got to Flextronics at about 12:45 PM. Right before we got there, I remembered the PTPA meeting I was supposed to participate in and called in late. I don't have much to do with them anymore; we have parted paths. It will be good for everyone when my term is ended and someone, new, flush with the enthusiasm, like I used be, takes my place. I am no less interested in the environment, just not through this group. Perhaps we can join forces again in the future.

The call to Flextronics went well, there was a group of engineers and quote specialists; I think we got along well. I gave them a background about the family, how we began and where we planned to go. Having IJUS, IJX, IJM and IJN all seemed to work in our favor and our combination of fast pricing, preference for shorter-rush jobs and liking tough areas seems to be what they were wanting. The meeting lasted over an hour, a little unusual for me and then my driver whisked me back to the airport. Our timing was good and there was even a President's lounge in the area. I spend my time there mostly replying to emails from the people at the meeting, which is a great sign that they had enough interest to contact us after I left.

Aside from the headache I have, I am great and am hoping that dinner will help knock that out. We are supposed to be on time, which means I should be home by midnight. I plan to start at my normal 4:00AM time tomorrow. The potential for business from this group is astronomical. We are positioned worldwide to not only help them, but also advance ourselves. I have to make sure I keep going out to see people in general because we need the personal contact.

9/20/07

9:54 PM DST - Home, NJ

A man named Bob came to my office for a job interview this afternoon. He had found us from our website. He is a chemist and has done some work in ISO systems. He is 43 years old, has a family and is having trouble finding a job. There is not much of a call for chemists in NJ since we have little chemical manufacturing left from our state's past glory days of being leaders in the field. But it happens that our new solar window blind idea needs research and both Vinnie and I don't have time to do it ourselves.

The shade idea began with Dan Gallagher and we have been working together to perfect the design. Briefly the sunlight that comes in through windows is reflected up to the ceiling and then redirected to help light the room. I know what I want to do but need help to carry out the tests and make prototypes. If Vinnie agrees we will hire him for a week at a time to see if the idea is workable and so is he.

Results from yesterday's trip to Flextronics in Colorado were immediate with new requests for quotes coming in and the chance to become a preferred world supplier.

Part of the deal is to have an SMI program in place at their various hubs. That means, amongst other things, that we may have to deliver within four hours for a release. We have that system ready to go at our distribution center in Guadalajara, but nowhere else. I have emailed to see where else it is needed. We could set it up in China relatively easily. Other areas of the world would not be so simple.

We have to keep centered on our core area, which is rush jobs that are difficult. It is a niche most don't want, but we like it.

I got to sleep at about 12:30 last night and did not sleep well. The good news is I shaved before I went to sleep so I could sleep a little later and still get in on time. A lot happened on Tuesday so it took me most of the day to catch up. I like to be busy.

I played tennis indoors, which means that the best part of my game (I like to hit the balls hard) was maximized.

I forgot to water two of the plants in Eileen's care last week. They were in Al's office and I felt terrible. Although they both did not actually need water, it was still my fault and I will try not to beat myself up too much about it. One of the plants has some root trouble so I am bringing a pot with some dirt tomorrow for a transplant. I hope Wendy doesn't mind that I took the pot from our porch.

I have been trying to get to Kansas to try to get LSI to switch all of their business over to us since they are moving their product lines to Solelectron in Guadalajara near our new center. I spoke to one of the guys in charge today, it will take some time, but being a local vendor there and an approved supplier for a part of their labels already should give us the chance to get it.

The trip to Europe is almost set. We just have to get the cars finalized to drive us through Hungary. I hope that the hotels I reserved are okay. Ben's wife will be with us for most of the way and I would not like her to be upset with the accommodations or with me about where I booked them.

I am starting to get the next trip to Asia ready; it will be an eclectic adventure with Vinnie and me either seeing together or alone:

1. One of the SGS centers
2. A new gasket supplier
3. Everyone at IJS
4. Customers in Shanghai, Malaysia and Thailand.

5. A site for a SGS center in Malaysia or Thailand
6. A company who make GPS devices might need our help to joint venture or joint-market

I need to sign more books to get out more mailings. Response has been very good, but we have to keep going. We are probably about a third of the way through the US market. We have a long way to go.

The new "Death" CD is ready; the cover is done. Now we have to work on the liner notes and then a final print-out and I can give it to my friend who already has a show on the Sirius Network. Then we wait. If we are successful, that will be great, but if not, I will immediately move on to new stuff. I have to try. Failure does not scare me; in fact it is expected part of life. In order to get to the next step I have to travel an uneven path.

9/21/07

9:56 PM DST - Home, NJ

We are modifying the solar window shade project as we go. Now we are looking for a hanging sheet of plastic that will be coated with a layer or layers of material that will reflect the glare rays of sunlight into a room, enable the sunlight to be refracted to the ceiling, no matter what time of day and cost a fraction of what shades cost. It also has to look hi-tech and cool. We have our work cut out for us.

I got a price on the drivers for the Hungary/Austria portion of our European trip. The price was over \$7,000.00, after I stopped laughing, I went into action. I emailed one of the customers in Hungary and asked if they could send one of their people like they did last time to pick us up and I would pay them. Then I called Tomaz, the taxi driver from my last trip to Romania. It is about five hours from Romania to Vienna, but I think he will charge a fraction of the other people. I then got the idea that Tomaz might be the perfect person to help setup a distribution center in Romania/Hungary. Therefore, if we can work out the trips, it will serve double duty to let me get to know him and see how he is under the pressure of traveling. If it works out, he will probably be much less expensive than anyone else, but the amount we would pay him would enable him to do very well in Romania. It could be great for everyone, the kind of deal I like.

I offered copies of the CD about my parents to my Dad for his Bar Mitzvah coming up in a few weeks and he loved the idea. He sounded tired. Not only is he prepping for that, but he is also singing for the Yom Kippur services starting tomorrow night. It is a lot to be doing especially when you are 83 years old.

The "Death" CD is now ready. I will send in the copyright form tomorrow to the government and then we can submit it to Sirius. It is getting exciting, but I will try to have small thoughts for success in that area.

Kayla has been studying a lot because her courses are very tough. Wendy and I are trying to make it as easy as possible. I hear her now; she is making coffee for a long night of studying, so I will go give her a hug and then go to sleep. Not much communication from Alex, I am making the assumption no news means he is doing fine.

9/22/07

9:58 PM DST - Home, NJ

Yom Kippur, the Jewish Day of Atonement began last night. It is a difficult holiday for me as you are supposed to fast (not eat or drink). How you fast is up to some interpretation. In my case, I usually do not eat, but will drink water and any medication that is normal and I do brush my teeth. Some say that is good enough and others don't. As I said it is a personal interpretation.

My ushers were not scheduled correctly last night. We had more at one service and less at another. We handled it fine, but it was my fault. Fortunately, I had one volunteer who did show up early, my friend Barry and we proved my theory, which was that two people plus the normal security contingent can bring in, settle and usher out about 700 people without additional help. As it turned, a bunch of my ushers came to the later service so I had more than enough for that. I will be more careful next time.

I woke before 6:00 AM this morning and was at the temple by 7:45 AM. We had four different services with which I was involved and this time all of my ushers were setup correctly and it went exceedingly well. I was proud of all of them and I think everyone was happy.

One side note. There is a woman who had been giving us trouble for years, I think she is not all there mentally, lost her husband unfortunately a few months ago. I decided to forget about the past trouble and offered my assistance to get her settled and she could not have been nicer. It goes to show you that sometimes it is better to forget about the past and start fresh. She was absolutely no trouble and was very nice. I hope it is a formula that will hold for the future.

The fast ended for me at 5:20 PM, 24 hours after I started last night. We went over our friends the Gorins where we had a great meal. They were originally from New York and had some friends there from Brooklyn. It was interesting to hear them talk about New York City and their political and social points of view, which were very different from mine, not bad, just different. I thought it was great that Kayla was with us and got exposed to their viewpoint. I am not sure what her opinions

are yet and I don't want her to take on my views just because they come from me. Obviously, there is plenty of room for different points of thought, a lesson we all need to keep learning especially me.

I took Kayla to the local mall to pick up her Apple Laptop, which needed some repair. It was not perfect, we learned later, but hopefully good enough until we get it back for additional work. A lot of her assignments are online so she really needs access to the internet. Worst case: I can take her to my office tomorrow and she can work from there.

9/24/07

9:56 PM DST - Home, NJ

The new part-time chemist started this morning with a meeting, which included Dan Gallagher, Vinnie, Al, Rich and me. It went well and we hammered out two versions of the light window shade we want to develop. As the day progressed, I think I might have been too overpowering for the new guy. I am not sure if he will return. Regardless, we are launched on our direction and I am pleased with our progress thus far. We can begin actual light reflection testing tomorrow if he comes back. If not, it may take a little longer.

Mike is back from Mexico where things are working out well. Marisol and Eduardo are learning the systems needed to run the Distribution Center and it involves a lot of paperwork. There are a lot of details that need to be taken care of, but I would much rather have people with the potential to sell with little structural business experience than people who are good with paperwork who can't sell. People to do paperwork I can hire, people who can sell and like it are much harder to come by.

Alcatel-Lucent is trying to set up world purchasing for their labels. I have the feeling that it may not include us, which has its benefits. Not being constructed by a tightly priced system means we are free to charge for rushes and short runs as we please. In the end, we will probably be much better off and I am not scared of the prospect of leaving the bulk of their business to a cheap, long-run, slow suppliers and the rush stuff to us. In the end it is probably best for them also. They only pay for our services when they need it and we spend our time on the more profitable parts, which leaves us time to move into other areas. I never said we could do everything and have no urge to try. Many people thrive on very large volume and low-profit business and they regal in their gross sales. I am much more of a bottom-line, high profit kind of guy.

The submission is now at Sirius. I am hoping for some word within the next week. I have set up a list of possible future shows with a generalized format in my mind. If they accept our proposal, I think that Dan and I will be able to knock out ten 30-minute shows in very little time. We will have to create a small studio and find a sound/editor, but I hope that will not be too difficult.

I am on the final script edit for the "meditation" CD. After that, I just have to find the time to fly to Cleveland and tape it with Ben.

9/26/07

10:01 PM DST - Home, NJ

So far, all of our efforts to produce a solar window shade device that will help to redirect sunlight to light a room have failed. My ideas have not worked and I am about ready stop testing. I know it is probably not the right direction and had to go this route to find out. It will just lead me somewhere else. I will pay the chemist on Friday and that will be it. By the way, he is also a quality systems specialist and is going over our Quality, Environmental and OSHA systems. I challenged him to find a hole. If he does, he will have paid for himself with that alone. If he doesn't, it supports my belief that our system is strong.

Two forming jobs, stamped plastic parts, that have been driving me crazy may be on the way to being okay. We are tooling up for the first one and if everything works well, we can get some parts ready this Friday, which is good because the customer says they have to have them on Monday. If it doesn't work, then hopefully the stress will help us come up with another idea, but I hope we don't need it. It reminds me of what my Dad used to do. I remember he used to talk about the difficult production problems we were facing and as we would try to solve them, he would suddenly say he got an idea. In that split second of complete, intense competition and not wanting to be outdone, something happened within my brain and suddenly I would get a solution also. Sometimes I think he faked me to jumpstart my adrenaline, but the process seemed to work for us.

A lot of quoting is happening with new types of stuff; it is very interesting and I hope profitable.

I spoke with Jeroen and Jan-Willem from IJN. We got the paperwork for the U.S. Corporation today. We are all excited about the potential for success and market penetration in Europe. I mentioned to them that I will take Eastern Europe and they can have the rest. I think the people there, like France and England will like their style a lot more than mine. My pushy, aggressive manner seems to go well in the old eastern block states as opposed to the more polished countries like

France and Germany. I don't care as long as we get the business.

I played some left handed tennis today. I am right handed and my coach Paul is encouraged by my progress. It was fun and will take some stress off my right arm. It is good to have options.

9/28/07

10:29 PM DST - Home, NJ

I am here alone with Bailey. Wendy went up to spend a few days at our home in the Berkshires and Kayla is out with friends until later tonight.

All of our people from the U.S. to China to Mexico share some common characteristics. They are driven, energetic, steadfast, and loyal and want to get ahead as quickly as possible. They are team players, but still individualists who are happy to push anyone aside who they feel are not doing their best, working their hardest or not forcing the company forward to everyone's benefit. I pay them well, treat them well, respect and cherish them. With that in mind, they can also be judgmental and never hesitate to say when they think things need to be changed or new systems installed. I try to promote those feelings by paying for good ideas and implementing many of them.

The chemist wanted to work full time, but over the week he has not demonstrated what he can do for us. He has not been overly innovative and has been thinking more for what he wants and what works best for him as opposed to what he can do for our company. At this stage in my life, I am looking for people who are better at certain tasks than me so I can hand off those jobs and give myself more time to work where I am needed.

The chemist is a nice guy, but I fear he would be eaten alive by our people if I brought him in full time. It was his responsibility to carve out a potential niche for himself, areas that he could excel and do better than anyone else. It was his job to convince me that he was worth trying out for longer than one week. It was his job to make it seem like it was a mistake if I let him walk out the door and a loss for the company. It was his job to look out for himself not by working from what seemed like what best for him, but what was best for us. He should have been asking what he could do to make things better for us, which in turn would have made things better for him. Like Karma and good works, if you put out the good, it will come back. I will let him use our office as a base to try to get a new job. He can use our phones and have a place to go during the days for a few weeks while he looks. I wish him good luck.

We are moving into a lot of new products with our customers. Having the ability to do virtually anything in China, usually at very good prices is giving us a high potential to sell. That combined with our willingness to quote very quickly and guess when we don't have all the information needed allows our customers often to have a price in order to submit their overall bids. I believe this will help foster even more chances for new business.

I see a giant market as does Ben, which is for gaskets. They are difficult to get in a short time and most of the big companies involved are not very responsive. I think that a short-run, fast turn-around, very responsive supplier could make a very good buck, which is why Ben and I are talking about buying part-interest or all of a Chinese gasket manufacturer. Vinnie also agrees that the potential market is huge so that when we go over in November, we will start visiting potential partners. If we like what we see, we will try to quickly make a deal. I like doing this kind of thing.

I made reservations for Al and me for Mexico in December. Mike is coming too for our annual meeting, seeing customers and visiting potential partners to setup a SGS center. I spoke to my urologist today about the SGS system and he agrees the profit potential is huge if setup correctly. It is another new area, but if we do it right, we should be able to find the right people to run it profitably and then franchise the centers around the world.

9/31/07

7:36 PM DST - Home, NJ

I have an extremely well fortified self-defense system set up to handle almost all potential negative attacks. I simply attempt to spin them all to the opposite direction. If I have an idea, then I immediately figure most people will not think it invalid, useless or poorly conceived. I think this way because they do not understand it, want to keep us from getting ahead, are jealous they did not think of it, or actually think it is a bad idea. Now this may seem like self-delusion for me, but I did say it was a self-defense mechanism. If I allowed the negative input of the universe to stop me, then all of the potential good I can do for myself and others will be slowed down or possibly stopped by a massive onslaught of self-doubt. Do I think I am a genius? Hardly, but I do believe I live slightly "outside" the box of conventional thought, which is probably one of my greatest strengths. I have created my own world, my own reality and it is where I function best. The one situation, which I am not really well equipped to handle is when one of my ideas is met with universal affirmation. Of course, this has never happened, nor do I expect it to so I am not unduly worried.

The "Death" CD is now resting at the Sirius Radio Network with the person who will review it. Do I risk being hopeful? Do I let my dreams soar? Is this one of those projects, the one in twenty that might actually happen? Maybe yes and maybe no, I am not sure that I want to put myself in that position of incredible disappointment if it doesn't work. Having my work judged is always very difficult with the large sized ego that I possess. Almost all the time, I can spin the ending to various ideas and projects that do not work out as planned. But I would really like this to work. Judging by the way I am popping antacid pills again, something is going to happen.

Speaking of CDs, I spoke with Vinnie on Friday about setting up a mini-studio in our space. He said he thought it would be a good idea and when he asked where it would be located, I said his office. It would be the best place for no outside noise. He smiled at me and nodded his affirmation. The final decision will be up to my son Ben who will install the equipment.

Wendy is back from the Berkshires. She had a wonderful time and I missed her.

My partner Ben's father-in-law is critically ill. Their family went to Malaysia to be with him. I feel badly for them and prayed, but there is little I can do except express support.

I played tennis with Ira this morning. He has almost got the family history done and I came up with the idea of sending it to our customers for a Chinese New Years present along with my new "Meditation" CD. Kayla did not like the idea, but I think people would really like to see the journey of our immigrant family. We can only go back four generations; we have no information before. One day maybe I can go see the birthplace of my grandfather; it was in Russia just over the Romanian border.

I had a suggestion by a family friend that we should hang up Alex and Kayla's artwork in our basement instead of storing it away. I liked the idea and hanged them last night while Wendy was away. Bailey kept me company and we had a good time. Wendy liked what we did when she saw them today. I like having them up; it reminds me of the kids and their incredible talent.

My Dad's Bar Mitzvah is this Saturday. I visited my parents today; he is nervous. I read him the short speech I planned to make and he read me his. We all liked them so that part is now done.

OCTOBER

10/1/07

The day went well. The sales for September were good. I came home to my daughter having broken up with her boyfriend this afternoon. There was a lot of crying and she seemed so sad and forlorn, but when I asked her if she had made the wrong decision she did not say yes. It is so hard to see your child in pain and there is nothing you can do, but give her a hug and be there. I know she will be fine, but a first love is a very big deal. Her boyfriend is a good man and I am glad he was her first romance.

10/2/07

7:26 PM DST - Home, NJ

It was a hectic day with a lot of different things happening. I got a call from Forbes and they said they were rating us as one of the ten best environmental companies. I wasn't sure in what category though. It is very exciting and I look forward to reading the article.

Dan Gallagher came in and after seeing some results from one of our solar shade experiments, he proclaimed that the experiment was a success. This meant it was time to go into more testing.

Kayla has been very sad since she broke up with her boyfriend. Wendy took her to the Mall tonight. I know she is heart-broken, which is very hard to watch, but she needs to wait a while and I think in the end she will feel better. It is still tough to watch.

My brother-in-law David stopped by the office today and told me that my nephew Jeremy is surviving in his sales job in California. He has not asked me for help or advice yet.

No word yet from the Sirius Radio Network. I will try to hold off until Monday to check.

10/3/07

10:04 PM EST - Home, NJ

I may have come up with a design that will encompass everything that I have been trying to do for the Solar Window Shade. I hope to start building tomorrow.

It will probably take a few days to build a prototype of the shield and then we have to go into further testing. It will be weeks before we know what we have.

Wendy and I went to the bank to sign some papers today and I noticed they have very large windows. I asked the bank manager if she would be interested in using her windows for a test of our new idea for a solar window shade and she said she would bring it up with her management. It could be an excellent beta test site to see how good the design is.

Ben's father-in-law passed away so he can't come to Europe. I changed the arrangements for the trip; I will be going alone.

10/4/07

9:53 PM DST - Home, NJ

Sometimes I feel like I know what it must be like to be on drugs that make you move faster. I go through adrenalin surges like the one I am having right now. It is a feeling of euphoria when I feel like I can do whatever I set my mind on. It is like having charges of electricity pulsating through your body and it is a feeling like you can walk above the ground.

Today was great. I started off by getting beaten in tennis. I played really well and burned a lot of calories. When I got to the office I sketched out two prototypes for the Solar Window Blind, my guys said they could have them by the time I got back from Europe.

I spent the day pricing various parts and we had an ISO Quality, Environmental, Health and safety meeting. I will be able to finish up the report that goes with it tomorrow. By Saturday afternoon I should be ready to leave for the trip. I will have plenty of time to continue editing this book so we can get to press sooner than last year.

I am very excited about the prospect of buying all or part of a gasket maker in China; it will have a big impact for our customers and make a good opener for other areas of business. Ben emailed me and he has three different manufacturers to visit.

Kayla seems a little better each day after breaking up with her boyfriend. She will have to re-integrate with her current friends and make new ones since she has been out of circulation so long, but that is a good thing. This is the time of life to see a lot different of people and although I like her ex-boyfriend, it is good she will see new people.

THE IDEAL ENTREPRENEUR

I made plans to go to Florida to see my father-in-law tomorrow. It will be in January while my mother-in-law will be in France with my oldest son Ben and my nephew Barry. It is not a strain for me. I get to see Jeff, play tennis, golf, go swimming, eat a lot and will have a lot of time to myself to work and relax. I will leave on a Thursday and come home on a Sunday.

This weekend is my Dad's Bar Mitzvah. I spoke to him tonight and he is very stressed about everything he has to do. I tried to comfort him and get him to relax a little; I hope I succeeded.

Ben and his family are in Malaysia until Sunday. He will come home when the services are done for his father-in-law. Wendy and I have been very fortunate because both sets of our parents are still with us. It will be very hard when they pass.

We are trying to make arrangements for Ben's graduation in May. I think Wendy, Kayla, Alex and I are all going, which should be a lot of fun. I miss Alex and Ben; they will both be home for Thanksgiving and Ben maybe before that.

10/5/07

11:16 PM DST - Home, NJ

When I get to Flextronics in Hungary, they will probably want to talk about a distribution center there. I am not sure how we would work it, but if it is the only way to get business, we will do as needed. I am restless. It is time to go back on the road. Sunday night I begin again. It is too bad Ben can't meet me both because of the passing of his father-in-law and missing the trip. Happily I will see him in November. I am looking forward to the direct flight from Newark to Hong Kong; it is very nice to be able to go direct.

10/7/07

7:52 PM DST - Newark Liberty International Airport

I am here early in the main waiting area and just realized I needed get some Euros.

10/7/07

8:04 PM DST - Newark Liberty International Airport

I couldn't get the Euros because there is no money exchange booth here.

We should be boarding in about an hour. It has been a hectic day. I started off playing tennis with my brother. We spoke about yesterday evenings service, my Dad's Bar Mitzvah. A Bar Mitzvah is a service that is a right of passage from childhood into young adulthood. It is done

at thirteen years of age. Since our bible states a full life is seventy years, we are eligible to have a second Bar Mitzvah again at age 83. Since my dad had not gone through the service before, this was actually his first one. Surrounded by friends and relatives, he no longer felt the previous trepidation at leading the service and did a great job. He asked me to say a few words, which was a little strange since he was now technically thirteen years old again. This here is what I said.

I find myself in the unique position of being in the “father” role since technically you are 13 years old again.

I tried to remember what I told Ben, Alex and Kayla, our three children, when they had their Bar Mitzvahs. The only thing I can recall is that I kept telling them how proud I was to be their father. Therefore today Dad, I will tell everyone why I am proud of you.

I have never met anyone who had such a definitive view of right and wrong, a perspective of what should be and forged his life by the force of his will to follow that model. In a world of indecision, acquiescence and movement towards the common place, you have kept your path straight and unbending. You did what you thought was right and were willing to reap the consequences.

But now what do you do? Being thirteen years old again opens a whole new world of opportunities and a second path to open. Perhaps it is time to think about change and see if you want to try a new perspective. You have what most people in the world want, a do-over. I can only hope that your second path, if different from the first, works out as well for you.

Congratulations, you have fulfilled a life-long dream and completed a cycle that adds another milestone to a life filled with many great moments.

Mazel Tov! Today you are a fountain pen.

The reference to a fountain pen is from the last century when the usual present for Bar Mitzvah boys was a fountain pen. I figured he would find it amusing. Happily, he did. We had a really good time at the celebration that followed.

After tennis this morning, I went biking. It was another beautiful, warm day in New Jersey. From there, I went to my office to finish some details and also exercise a little more both to try to ensure I was tired for the trip and also burn a few more calories. I ate a lot at Dad’s party last night.

After work, I went to pick up Kayla from her PSAT review course. She was upset; she had broken up with her boyfriend last week and she was talking to him about getting back together. He came over later in

the afternoon and by the time I was ready to leave they were happily back together again.

I got to the airport with plenty of time with the hope of getting my boarding pass for my flight from London to Amsterdam. But even with the help of the nice Virgin Atlantic people, I still could not get it. I will have to go through immigration and come back in through security after I get to London, a pain but I hopefully will have plenty of time to make it. I am really happy that I sent my luggage ahead. It is safely at Jeroen's office and I will pick it up when I get there.

My hopes for the trip?

1. Help get the new Netherlands Distribution center going, Mike is coming on Tuesday.
2. Talk with Jeroen and Jan-Willem about more business possibilities.
3. Push the release of our new ATCA and other panels throughout Europe.
4. Try to setup an SMI stocking system with Flextronics in Hungary, the only way, I believe to get a lot of business there. If they agree then figure out how we are going to set-up a hub there.
5. See a new Flextronics plant there.

There is a lot of commotion going on here. I am sitting next to some nice young men from Poland, it sounds like their trip to Russia was cancelled. I am not sure but I will power down and go check my flight to be sure.

10/8/07

11:17 AM London Time - 6:17 AM DST

The flight out from New Jersey was on time and we arrived in excellent time for me to make my next flight to Amsterdam. Unfortunately, I did end up having to go through immigration and come back, but I had plenty of time so I stopped to get some Euros and Chinese RMBs. I had made two sets of provisions with my credit card company to let them know I would be traveling in Europe to avoid the problem I encountered with their blocking my card because I was out of the country. Frustrated and a bit annoyed, I went to Terminal 1 to get my boarding pass. I tried to check in for BMI Airlines in the kiosk area but could not get my boarding pass so I had to wait in line to finally get it.

Finally ready to get to the gate, I carried my computer case and cloth bag to security where they told me I was only allowed one bag. At this point, I was tired, had only had a few hours of sleep on the plane, was sweaty, and frustrated so I found a seat to go over my situation.

As I rummaged through my bag, I tried to see what I really wanted to keep. I even looked at buying a small suitcase so I could take everything, but I was not going to spend \$100.00 to get through a checkpoint.

I ate one of my peanut butter and jelly sandwiches and decided not to eat my pear since I could not properly wash it. I ate my pretzels instead. Everything else I either jammed into my computer bag or threw out. It was hard to part with some of my stuff, but I had to move on. The whole situation seemed a little strange to me because as soon as I got through security, there was a whole group of stores, all of which would have given out bags to carry out their goods. Why I could not bring it with me I do not understand, but I try never to make trouble in airports and I was not going to start now. I had about an hour before my plane took off.

Jeroen is due to meet me at the airport once I arrive. I can't decide whether to buy chocolate now for his family because I think I am going there for dinner or wait and buy flowers in Amsterdam. I will go check out the chocolate. It is usually something everyone likes to receive.

10/9/07

6:31 PM Amsterdam Time (12:31 PM DST) - Amsterdam Airport

I got to Amsterdam yesterday afternoon at about 3:00 with no problems and no chocolate. I could not find a suitable gift. I was surprised that not only Jeroen came to pick me up but also Jan-Willem. Our plans had been changed since I was going to end up back in Amsterdam last night, they decided to take me to a nearby town to walk around and have dinner. It would be a quiet time to talk.

It was a beautiful place. It is filled with very old buildings and even has a castle. The weather was cool and perfect for walking around and we talked as we walked.

Mike is due there today and they are excited about being able to set up operations for the New Distribution Center. We went through various logistics including import fees, handling shipping and also what to do when we expand into other parts of Europe. I see Amsterdam as our main hub for Europe and they can distribute goods from their location to various mini-hubs that will probably have to be set up near to our customers' locations. If we are involved with SMI programs, it will mean having to deliver within four hours of an order so we have to be close. I think it can work out well here.

We then discussed various issues with our new panel designs. They have been working with a customer here on a specific part and

are close to going to the prototype stage for the second time. Often the first time we build something, modifications are needed. I expect multiple trials for the first product of a new line.

The advantage of linking with Lencon Patents is that they are a design house, can help us with preliminary designs and do 3D modeling, which should help cut down on the number of prototypes needed. We should be able to get further along in the design process before actually making samples. It is a good service to be able to offer our customers and also brings more business to them, which is good for everyone.

We also spoke about the potential for us to buy or partner with a gasket manufacturer in China and they were all in favor of this. Becoming a good, reliable, less expensive source of gaskets would probably be a great niche to be in.

Then we discussed the SGS project and after talking for a while and giving them my view about the potential help it can give people, the profits possible and my view of setting up a physicians' referral network, they were anxious to get more information. I emailed Ben to get them more documentation and to see if it sounds possible to set up a center in The Netherlands.

Finally, with everything we were going on, we all agreed it might be good for Jeroen and Jan-Willem to come to China and see everything for themselves. Sometimes you just have to see something in person to get the true feel of what is possible, which is one of the main reasons why I travel.

We had tea and dinner at a very nice restaurant. I was dropped off at the hotel at about 8:00 PM. It had been a pretty tiring day, but I knew I needed to walk for a while and workout if I wanted any chance for sleep. The time difference meant I would actually be trying to go to sleep at about 6:00 PM EST and I knew I had better be pretty tired.

I went out for a walk, ever mindful of the traffic and potential problems from people who wanted to separate me from my money. I tried to get some more Euros from a money exchange kiosk, but was blocked again by my credit card company so I called them and let them know how unhappy I was especially since I had called ahead to say I would be in Europe. They were apologetic about the problem, took the hold off my card and I was able to get money. Amsterdam seemed very safe and I got tired enough that I felt I could try to get ready to go to sleep. I checked in with the office for the last time last night and everything was fine. I called home and spoke to Wendy; things were good there too and I tried to go to sleep.

Most big cities have some noise and Amsterdam is no exception and the trolley seemed to go by my window. I finally fell asleep at about 12:30 PM and got up at 4:00 AM. I would normally leave myself three hours to workout before leaving the hotel, but that would have meant getting up at 2:30 AM and I did not think that was fair to my body so I didn't. I still worked out a little and was not upset I did not go outside for a walk. By the sounds of the yelling, there were a bunch a people who had been drinking nearby and I had no wish to meet them on foot.

If all I was to accomplish was the meeting with Jeroen and Jan-Willem, then the trip was already a success and I am glad I came. Therefore, everything else good that happened would be the cherry on top of the sundae.

I am now on my way to Austria where I am supposed to be picked up by taxi and taken to Flextronics in Zalaegerszeg, Hungary. I have a bunch of people to see and I have little idea how long I will be there. After that, I am going to Budapest. Depending on what time I get there will determine if I try to see anyone else. Tonight I am hopeful for a good dinner, a long walk, phone conversation with my family, working with the office and a decent night's sleep.

10/8/07

10:33 AM Vienna Time (4:33 AM DST) - In Route to Hungary

The plane got in a little late, but my taxi driver, Gabriel was waiting for me. Realizing we had a long ride ahead of us I stopped, got two turkey sandwiches and two waters. As we whisked our way out of the airport parking lot I pulled out my CD case and realized that it was a perfect time for some Eric Clapton music. Gabriel agreed and we are now on our way. It should take two to three hours and I plan on sleeping for part of it.

10/9/07

8:03 AM Hungary Time (2:03 AM DST) - In Route to Tab, Hungary

After we rode for about two and half hours yesterday, we got to one of the Flextronics Plant in Zalaegerszeg. One of the things I have learned is that as soon as you leave a city, the odds of finding security people guarding factories who speak English immediately goes down. My driver, Gabriel who I nicknamed "The Flying Hungarian" for reasons I will explain later, would not be of much help getting there. Therefore, I got to the main gate with a little trepidation. Happily my customer had already checked me in, Gabriel was to come back and get me in about an hour, which was really important because he had my suitcase, I had no real idea where I was and he was my only way to Budapest later that day.

I was picked up by one of our customers, a very pleasant man named Gabor and then went in for a round of various meetings that took more than an hour. The essence was that they wanted a European based supplier who could deliver product when they needed them at a good price. They wanted reliability and someone local. We are opening a Distribution Center in The Netherlands this week, which I had wondered if it would be local enough. Happily they had an alternative program to SMI, which meant that instead of having to deliver every four hours, we could ship product in preset amounts and keep a certain backup supply in The Netherlands. This program was called CRP and they were okay with having us designated for that. Since we were now based in Europe with our hub, we could be considered local and that will enable us, after we sign all the paperwork, to get a chance at their business.

This was what I had hoped to accomplish: to just get on the playing field so we could work together so I was extremely happy. Gabriel was waiting for me and we then had one more appointment down the road. The buyer there also was very pleased to know we had a European hub. I am sending in sample kits next week to her people. We have the chance for business there also.

This area has great potential. If there is enough work, we can always put in a nearby Distribution Center and even a plant if warranted. This is the pattern for all of our customers. We're either local or not considered at all.

After that, I was really tired and we made our way back to Budapest, which is where my driver truly earned his nickname. I was watching his speedometer and happily I did not know the conversion, but he was reaching almost 150 km-per-hour and he was aggressively pushing the people in front of us out of the way by coming up very close behind them. Since there was no way I was going to tell him how to drive, I had on my seatbelt, gripped the handle on the door and tried to sleep as much as I could. We got to Budapest pretty quickly and the slowest part of the trip was in the center of town trying to get to my hotel.

Once there, I said goodbye to Gabriel with a healthy tip, got to my room, exercised and ventured forth to find dinner. Being in a foreign city is usually interesting. What I had hoped to find was a large supermarket where I could buy my dinner. But in Europe, there are few of these and many more small shops. I saw a sign for humus and when I walked in I saw they had falafels. I ordered two and was asked to come back in ten minutes and they were nice enough to give me directions to a store with fruit.

When I got back, I realized that the owners were all Jewish as am I and it was strange how I immediately felt at home. It is amazing how we seem to seek each other out all over the world. I don't think there are a lot of Jews in Budapest, but I found them. It was a fun few minutes talking. I took my food and went back to the hotel. I ate dinner and spent the next few hours working and relaxing. I called home and everyone there was fine. I miss them.

I got up this morning at 4:30 AM and worked out in my room. Then I went walking, but it was a little boring. I decided to take the risk and went back and got my headphones and iPod so I could listen to my mentor Jean Shepherd. The risk was that with headphones I would have less of a chance defending myself in case of trouble because I would not necessarily hear someone if they came up behind me. Also the headphones are expensive and could be a reason to be attacked, but I took the risk anyway. I love listening to him; he was a unique talent and I don't use that phrase frequently. I know it sounds ridiculous, but it often feels like he and I are directly communicating even though he was on the radio, has already passed and the recording is over forty years old. I walked until 7:30 AM and then went inside and found out that breakfast was being served. I had not had a lot of protein yesterday so I took care of that with eating a lot of eggs plus some bread and fruit. Then it was off to get ready and when I got downstairs, Michel my driver from Romania, was waiting.

As we sped off to Tab, another city in Hungary to visit a new Flextronics, I emailed three other contacts in Budapest. If any of them wanted to see me, then we will come back after Tab. If not, we will go onto Vienna. If we get to Vienna early, I will try to reschedule my appointment for tomorrow morning for this afternoon, which means I could hopefully leave Vienna earlier tomorrow and give myself some more time to get through England's security to catch my flight home. Heaththrow can sometimes take a while to get through and I want to give myself as much time as possible. Besides, if I can get the call done today, I can be finished and put my mind at ease.

As we traveled along the highway, I noticed that Michel was driving close to 150 km-per-hour. I will check how fast that is when I get home. I don't think I want to know right now.

10/10/07

12:16 Hungary time (6:16 AM DST)

In Route to Vienna

We got to the plant early so I asked Michel to take us for some tea. We found a place where they spoke virtually no English, but we

were able to communicate. Unfortunately they did not take Euros, only Hungarian currency, but I remembered that I had gotten change from the Humus restaurant last night and it was enough to cover the check. Michel went outside to have a cigarette while I stayed inside seated at a table using my iPhone. People there were looking at me a little like I was an alien from outer space, which in a way I was. Little did they know that my grandfather was born in nearby Romania, and technically I was actually partly from this area.

The call to Flextronics went very well. Having The Netherlands depot is going to help pave the way to a lot of potential business. It is up to us to capitalize on it. This particular facility is in the high-mix, low-volume product lines, which is a perfect fit for us. Both buyers I met were competent, pleasant and anxious to find alternative suppliers. I hope we can fill the bill. It is hard to figure out how much to say when in a meeting or what to talk about. I hope I know when to be quiet and when I have gone too far in any area, but of course there are times when I know I have said something I shouldn't. But that is the problem with being open; sometimes you say too much. It is a horrible feeling to know something bad is coming out of your mouth and not being able to stop it, but that is are part of life and you have to accept yourself for who you are.

Like my father, I believe that the more people who know us, the better it will be in the long run. People will either want to deal with us and us with them, but at least it will become evident sooner than later without so much wasted time.

The other people I had hoped to see back in Budapest were either not around or did not respond so we headed off to Vienna. I emailed my appointment for tomorrow to see if they would rather see me today and they did not so we will head for my hotel. I will watch on the way in to see if there are any companies I want to call on. Worst case, I will spend the rest of the afternoon editing this book. You know how I feel about editing, but perhaps it is fate that I get more done now.

Our office will be opening in another hour; therefore, I will be able to work from that side until I go to sleep tonight. No matter what, I will go out for a walk. I need to find dinner and tonight I will look for a salad.

Michel has a GPS that seems to want to stay on local roads. Luckily I am not in a great hurry at this point and it was nice to see the country side. Otherwise, I would be going crazy. We just found a highway; we should be at my hotel within ninety minutes.

Michel was telling me about life in Romania. It sounds like a difficult place. There is a lot of corruption, the roads are bad, which directly affects him because he is a cab driver and the general economy is not great. I am glad he came to drive me both because he is good at it and also the money I pay him will mean a lot. I like being able to help people who are working hard. People who put out the effort should be rewarded.

I have a Carol King CD playing and one of the songs reminded me of a trip my class took in ninth grade. I must have been about fifteen years old. It was day at the seashore celebrating our graduating middle school and on the way back, "It's Too Late" was playing on the radio and a girl named Vivian was singing along. It is always amazing what you remember. She was very pretty with a gorgeous smile, an excellent voice and her singing just "fit" for the moment.

10/10/07

4:49 PM Vienna (10:49 AM DST) - Courtyard Hotel

I got to the hotel at about 2:00 PM, changed and arranging my cab for tomorrow, went out for a walk. I had the chance to see some of the people at Artesyn today, but my main contact could only see me at our previously appointed time at 9:00 AM tomorrow. Although it would have been easier to do it all today and maybe get to London sooner tomorrow to ensure I got my flight home, I wanted to see him so I will go tomorrow. As I sometimes have to remind myself, I am out here to see people and not get home sooner or make my life easier if it means not doing what needs to be done. There are moments to say you have had it and just pack and go home, but that is definitely not the case on this trip. My calls have gone well and I am happy with the way the trip has gone. The only drawback has been Ben not being able to come along. Maybe he can come over in six months and we can bring Jeroen and see everyone again. It would be good for both of them to meet all the people I have seen.

We have about a 65 part estimate that needs to be priced today. I am waiting for drawings to be faxed over. I think it will be the fastest way. I will simply write the prices on the faxes and send them back. I plan to be working for while.

I found a market and bought food for dinner. I do not have to leave my room except to find the ice machine; I am making iced tea. I may go stir crazy later and if I do, I will go out for a while. Tomorrow I believe they have a treadmill here, which I plan to use early before I am picked up.

10/11/07

10:48 AM Vienna (4:49 AM DST) - Vienna Airport

Last night I ended up going crazy trying to finish that large estimate. Eventually we got it done, but I never did get the ice for my tea. I went to sleep at about midnight and got up at 5:15 AM. In between working out and breakfast, I got almost everything done. My taxi driver was happily early and we got to Artesyn before my 9:00 AM meeting. I met with four of their engineers and it was very interesting because they knew we did business with their company through contract manufacturers, but we had little direct dealings with them. This was my first chance to meet everyone here and I was glad I did not come yesterday. We discussed various areas and one of the engineers even came up with a possible problem with our new panels regarding the aluminum EMI shield becoming less effective over time due to oxidation. I thanked him for the concern, which could be a big problem for us and resolved to check it as soon as I got back home.

It was a good meeting and I am very glad both that I visited and that we have IJN in place.

Once back in the taxi I was at the airport in less than thirty minutes. We are supposed to board in about twenty-five minutes and I even remembered to buy Kayla a snow globe and a funky pen for Wendy. So far we are on schedule; I am not sure how long it will take me to get through Heathrow, but I will try to remain calm.

I have come to the conclusion that I need to create a checkout list for traveling because I keep forgetting things. I will set one up in time for my next trip.

10/11/07

3:43 PM Frankfurt (9:43 AM DST)

You read that correctly - Frankfurt, Germany not Heathrow. Here is what happened. We were all waiting for the flight to London and it kept getting delayed because of fog. Eventually about two hours after we were supposed to take off, they cancelled the flight. Everyone ran toward the ticket counter to get their money back, reroute their flights and find their luggage.

I had a feeling something was not going to go right so I had checked previously and found out that Lufthansa had a flight out of Frankfurt that should get me home at 8:00 PM tonight. I waited in the ticket line for almost thirty minutes. It was horrible and moved so slowly that I could not stand it anymore and went off on my own.

I went through the luggage transfer area where our bags were supposedly placed and could not find them. At this point, I had no luggage, no refund, no way to get home and had to make some hard

decisions. The only chance I had to make that Lufthansa flight was to leave my luggage, delay the refund and try to take care of them later. I went out through passport control, found the ticket area and explained my situation to the extremely nice ticket agent. After doing some checking, she got me on the flight to Frankfurt and then Newark. It was to leave in thirty minutes, but was delayed, which worked out because I had to go another place for a boarding pass. She even said she would try to locate my luggage. In fact, the whole procedure from the moment I made that decision until I was on the plane was less than one hour.

As I always said, if you have a credit card and a passport, then you can do almost anything when it comes to travel. The potential problem is that since this flight was delayed, which helped me before. I now will probably have less than thirty minutes on the other side to get my connection. I have already spoken to the nice gentleman next to me and he has offered to let me go in front of him to run for my plane. I have to go through passport control, but there are no forms to fill out. Worst case I hope is to take a later flight, but still get home tonight.

As a result of this and past experience, I will no longer plan to go through Heathrow Airport unless it cannot be avoided. It has become too difficult. For all of Europe, I will probably make Paris my landing base and move out from there. The airline L'Avion is very good and I will plan to use them.

When I get home, I may or may not wait for my luggage. I do not think there is any chance it is on this plane, but hopefully Eileen from our office can not only locate it, but also get me a refund for the cancelled flight. She is very good and tenacious.

I would fly Austria Air again; it is not their fault. It is my problem for having booked through Heathrow. A lot was accomplished this trip and these things happen. I will be happier when I am home.

10/11/07

In Flight to home

32000 Ft 536 miles per hour. Less than 8 hours to land, flying past Frankfurt Germany.

As you can see, I made my flight. It was close, but with the help of the great airport personnel, I am here and extremely happy. I called in the office for a minute before we took off and Al asked me for some prices. My mind was not sharp so I was just as happy to be flying instead of working. I am too tired at this point and beginning to doubt my judgment. I also need food; there was no time to stop and get any so I hope they bring some quickly.

10/11/07

In Flight to home

About five and half hours to go. Dinner was very good and I am getting a headache. But I find myself going back to work. I sometimes don't know why I can't stop. Sleep deprivation leads to increased emotional responses and I almost started crying at the movie I was watching. The cabin lights are dimming. Maybe in a little while I can sleep. Things are going well and one reason is because as the leader, I am setting the example by trying to maximize every asset I have. If my people and my family see me this committed, pushing ahead and always trying to think of new and better ways to conduct ourselves, then they will do the same. My dream becomes theirs and together we move forward. I will not ask them to do anything I am not willing or have not already done. Leading by example is the only way that works. People who order others to do as they say and not as they do are fooling themselves that they are getting a 100% commitment or efficiency from those around them.

10/11/07

5:01 PM DST - In Route to Home

As is normal, I listened to Jean Shepherd and he put me to sleep. When I was waking up, the collection of shows relating to him had a group of radio people talking about his career and life after he passed away. As I have heard, he was often not the most pleasant man and he could also be very difficult to work with. According to one of the people who knew, he had felt that he never lived up to his full potential and that his incredible talents were never fully utilized because he could never force himself to be able to conform to anything. He said what he thought and it often came through in a caustic, difficult way and he did not care. Unfortunately, it limited his ability to advance and maybe that was own way of creating an excuse for not be as successful as he wanted. It is a good lesson for us all that we limit everything we do. We control our own destinies and define how far we will go. We either accept the labels that people give us or we define ourselves.

I was listening to one of his shows while walking in Hungary a few days ago where he spoke about writing. He was a wonderful writer, won awards and I believe he felt it was the truest form of his talent. I could tell by the way he lovingly spoke about his process of writing that it touched his heart. It is probably the reason why he was so nice to me when I sent him one of my short stories when I was in high school. I had not been writing long and my ego was on the line when I sent it to him to see what he thought. He could have destroyed me with the type of caustic remarks for which he was known. He might have stopped me from writing, but this was his first love and he honored me with

the best two words of advice that I have ever gotten. He simply wrote "keep trying."

What a wonderful man. Those two words launched one of the great passions of my life and has enabled me to view and record life in a far different way from what I could have done otherwise. Writing is the ability to express my world from a non-verbal level. I can write what I cannot say out loud. I can go to a place in my mind where I might never enter had I not had the key that he helped me to find. It is the fastest way to reach my soul, my consciousness, my perspective of right and wrong and my direction in life. It enables me to have a purpose anywhere in the world in whatever I am or am not doing.

As a writer, I always have a reason for doing, for being and moving onto new challenges whether it is business, relationships, sports or any experience, success or failure. Everything is valid because it gives me things to write about. It is a cause and an effect. It has value for others because I am also writing for them and therefore helps to validate me. I am also never bored and always has something valuable to do.

I know I am no Hemmingway and in a way that is even better. No one expects me to win awards or become famous. People like the fact that I write about them and the places I go and a lot of the things I try don't work out well or downright fail. I am just like them. The only difference is that I write about it. I have been able to create my own group of readers by being able to publish my own books, it helps being a printer, giving them away and making sure they are positive and helpful in nature.

My books have also helped to promote and brand our company. I have thousands out worldwide and I believe they differentiate us from everyone else. Being a family business, being part of a team of people who are striving to be not just a supplier, but actual people who care about customers and everyone we deal is the opposite of what most companies do. No one wants to be personally involved except us because when things go wrong, you want to be able to call someone you trust. You want someone you can count on and I hope that is the image that we project. Therefore, my writing is not only a fantastic outlet for me personally, but also is great for business and I believe has helped in our expansion worldwide.

I must admit that there is another reason why we don't charge for my books and CDs, although they are available on Amazon.com, no one ever orders them because I am happy to give them away. By not charging, I have found that virtually no one complains about them or tells me they are bad. As a writer, your ego is "out there" whenever you

publish anything. I would find it very difficult to have people email me saying they thought my books were lousy and not worth the money they paid. This way, when they get my work they figure that the books are a gift, which they can accept because they are considered advertisements, and they take them for what they are: my attempt at viewing the world from a positive perspective and wanting to share my experience so maybe I can help you avoid some of the problems I have faced and utilize the solutions I have used.

No word yet on the audition CD we sent to the Sirius Radio Network. But again, it is the same idea. If they accept the idea for the show, I do not plan to take any money from them.

I am hopeful that tomorrow morning when I walk into the office that all of the components for our new Solar Window Shade will be ready and we can start affixing the reflective material to the slats. It will be a fun project even if it doesn't work. I like trying new things. If it does function, then we will move forward into additional testing and if the results are still positive, then I will check to see about mass production when I go to China next month.

I just thought of how many emails I will have to go through tomorrow since I have been gone since last Sunday. Then I realized I took care of most of them via my iPhone. Besides, if I did not have the emails, then nobody would have been trying to contact me, which would have meant my usefulness had probably decreased and then I should really be worried.

When I go away on a business trip for more than two days, I usually bring home chocolate for the guys in the office. With the problems I had today, it was not possible so I think I will get some at the local supermarket when I get my lunch tomorrow on the way back from tennis. I hope I remember. After all, they really don't care where it came from, they just like eating the candy.

Wendy is leaving to go see our son Alex for Parent's Weekend at Washington University in St. Louis. He had sounded wonderful up until a week ago when he was diagnosed with mononucleosis. It seems that with medication, he will be fine and can stay in school, but it was an added burden to an already hectic schedule. It is good his mom is coming out to take care of him for a few days. A mother's love is a great comfort and the timing is excellent. Unfortunately, that also means I will barely get to see her until Sunday. On the other hand, it means spending more time with Kayla.

We should land in about two hours. I would publicly like to thank Lufthansa and Austrian Airlines for the fantastic way they helped me through the last part of the trip. I would happily fly them again. Because of them, I should be in decent shape to be able to work tomorrow and be totally caught up by Monday. For me, that is worth a great deal.

While I am at it, although I think I tell my people a lot already, I would also like to thank everybody at IJUS, IJX, IJM and IJN for their incredible support and to say it is an honor to be working with all of you. We have grown rapidly in the last few years and my hopes are we keep right on going, I hope you are enjoying the ride as much as I am.

10/11/07

7:02 PM DST - In Flight

I got some great news: the airlines found my suitcase! They thought I would be angry that it is not on this flight. To the contrary, I am amazed they located it and it will be coming tomorrow and they should be able to deliver it. That means I do not have to wait for it now, but I will probably try and alert the people in Newark that it is coming. If that is a problem, I will ask Eileen to call them in the morning. I am very happy.

10/13/07

8:29 AM DST - Home, NJ

I got home at about 8:00PM on Thursday night very satisfied with the way the flight and whole trip ended. Yesterday I got up at my normal time, went to the office, played tennis with my brother and then spent the day catching up on things. The parts for the new solar window shade were ready for the next step and we prepped a few of the slats with various height levels and silver material to test for the best concave angles. Those will have to be finalized once we are in the testing mode. My crew is as excited as I am with a new project with something that has to be constructed. The interest level is high to see how well it will work.

I spoke with Mike who is in The Netherlands bringing IJN on board. They processed their first order yesterday, which is a very big deal. I was heartened to hear Mike talk about the professionalism of the people who will be working with us there and his feelings that they will be good working partners. I rely on the opinions of my people to double check my decisions, especially regarding the people I have chosen for various positions. I normally find and recruit people based on various indicators that are often on a subconscious level for me. I go by how my stomach feels. If it seems like a good chance, I go for it and if not, I try to delay or not move ahead. That is why it is good when others see the same people, check their quali-

fications and judge them by their own criteria, which are sometimes different from mine.

Jon White, my former trainer called me earlier in the day. I thought we might be able to start working out again, but he ended up having another commitment so it will have to be pushed off for a while. Starting self-defense training again is important. I need that feeling of being able to handle myself and that only comes with occasional bursts of re-training. Wendy says he can't hit me anymore. I told him that and he laughed, but agreed. It is good I am paying him and he is on my side. I remember the first time we fought and he kicked me in the throat. I think I was more stunned he could kick that high than the pain of the actual blow. I hope we can work something out soon for the future.

Eileen was nice enough to track my suitcase and it looks like it might be arriving in Newark today. I really want it back and hope we can reclaim it.

Wendy made it to St. Louis to see Alex yesterday and she will call me tonight. She is due back tomorrow. As for Kayla, I believe she is going to her friend's house for the afternoon so I will be on my own. After I go to Temple this morning and bike with Uncle Dave, my schedule is open, which is pretty rare. Maybe I will work or write.

10/13/07

10:55 PM DST - Home, NJ

Kayla says I am bored again. She always says that when I come up with a new idea.

Based on the traveling religious revivals, I could create a "show" based on my brand of positive living utilizing your body, mind and soul to launch yourself forward in order to maximize whatever talents you have. We could start with my son Ben singing, then bring in his band and then I would take over. We would not charge, we would simply be out there bringing a positive message and also branding Ben, his band and our company. Since I am already planning to be traveling 25% of the time, there is no reason why we could try out a few shows and see how they go. I think this could be really big in foreign countries. I could go where people only know me by my books and CDs, spread the message through them and build from there.

We could rent halls ourselves, not charge admission or we could speak at universities, churches and synagogues. We could sell books and tee-shirts to help gain the money back for the venues, but we might not even do that. Think about it, a road show to benefit the people coming out. Give me your heart, mind and soul for two hours and then I

will give them back to you with a path you didn't have previously. A way to move forward in a positive direction that will put you on a journey to more fun, more money, more peace of mind and the ability to get along with others better. I will sleep on it and see how the idea sounds in a few days. The thought of it really scares me, which is a good reason to do it. I am tired; I want to see how it sounds when I have had some sleep. On the other hand, maybe Kayla is right. Maybe I am just getting a little bored.

My suitcase is at Newark Airport. It should be sent to my office on Monday morning. Lufthansa is a good airline.

10/14/07

5:29 PM DST - Home, NJ

Kayla and I are waiting for Wendy; she should be home soon. Her flight from St. Louis was delayed. Tomorrow starts a normal week. I am traveling to Huntsville, AL on Friday. I have never been there before.

10/15/07

9:56 pm DST - Home, NJ

I have decided that one of my life goals will be to construct a building utilizing every type of energy saving and producing device and design we can come up with to create an energy/carbon positive facility that will become a blueprint for a new generation of buildings. My companies are uniquely qualified to research, design, construct and utilize this type of facility and as of Wednesday when Mike gets back we can begin the plans. We will utilize large amounts of passive sunlight via various forms of daylighting and then hopefully supplement those with geothermal, active solar, wind turbines, heat transfer, rain-water collection, rainwater and waste purification, living roofs, organic food production, sub-ground floors and reduced water sanitation. In other words, we are going to try everything. Whether we build it Mexico, China, or here, I want to do it. I am sure that we will make a lot of mistakes along the way, but my hope is that we attain at least a part of what we are hoping for. A self-contained building that can mostly power itself and be carbon positive. A tall order, but I have a great team and if anyone can do it than we can.

I got back my suitcase!

10/17/07

7:39 PM DST - Home, NJ

I finally did something today that I have been meaning to for years. It is rare that I put things off for such a long time, but in this case it was setting up where I would be buried. I finally decided we had to do it as

I was taping the first installment of the "Sunday Night Life Guards", which was about death and preparation. I figured it was a sign I should take my own advice and be prepared. Wendy and I went to a cemetery today to work out the arrangements on what happens when we die.

She and I both had some definite ideas on what we wanted to happen and were negotiable on others. She wanted to be buried above ground, I wanted to be cremated. She wanted it to be where people could visit us. I liked the idea also. It may not sound strange, daunting and very distressing, but it was. Wendy had wanted a skylight in the building, but decided against it and we picked the ground floor so people would not have to go up floors for the services when we passed or to see us.

I had found what I thought was a suitable place about a year ago, but neither Wendy nor I had been in a great rush to go through the process. I finally decided enough was enough and this morning we made an appointment to go over. Neither of us was happy about any of it, but we went. The cemetery was about forty minutes away and is beautiful. The people there were nice. The person helping us was knowledgeable and even laughed as both Wendy and I attempted to keep the conversation somewhat light with various attempts at humor. I had spoken to the manager on the phone and he came in during the selection process. Since this was above ground, Wendy and I will be side-by-side in a vault. Actually there will be two coffins, which is where my strange sense of life came out. Since I was going to be cremated, there would be extra room on my side of the crypt and I asked if I could bring some stuff. I did not mean it to be funny, but I guess it was.

We paid for half with a credit card and the balance will be paid over the next year. It was an emotionally draining experience and it took most of the day to recover, however. I can forget about it for a while. I will have to make a list of the stuff I want and other things done, but the main part is accomplished and I am very happy.

10/19/07

5:03 AM DST - Newark Liberty International Airport

I am supposed to be going to Huntsville, Alabama today, but the weather conditions are potentially going to be causing me problems. I have four flights today and if one goes off, the others will probably follow as they are all pretty tight. I am going to see the people at Sanmina-SCI. I have never been to Alabama and I hope it proves to be a good trip. After last week's cancellation of my flight to Heathrow and my re-routing through Germany, I am a little wary of the weather, but I have no choice and have to make the attempt.

I have scheduled a driver to meet me in Huntsville and then it should take about thirty minutes to get to the first call. Once finished,

I will go back to the airport and may try to take an earlier flight. Thunderstorms and turbulent weather offer the kind of situations where you forget about any ticket you might have and concentrate on getting as close to home as possible. If I can get to any of the nearby airports especially on a direct flight, then I will probably take it.

As is normal when traveling, not everything is going 100% smoothly. My iPhone stopped receiving email last night. Mike tried to help me from the Philadelphia Flyers hockey game he was attending, but to no avail. I contacted Ben in China through my AOL account. I have it for emergencies, other than that I am out of touch. My telephone and text services still work so it is by far not the end of the world. Still it is a pain because I could be catching up as opposed to falling further behind. I hope I get to sleep in my bed at home tonight.

I am traveling with a light load today. I have lots of samples and some food. By the time I return, I should be even lighter. I got up at 3:15 this morning and I am tired already.

10/19/07

7:24 AM DST - In Flight

There is a man sitting across from me who snores loudly. I know I should be able to get past that, but during our delay in takeoff there were some unpleasant thoughts crossing my mind as to how I could get him to stop. I was pretty sure that once we took off the noise of the engines would block him out. Worst case, I have my sound depleting headphones. Fortunately I was right and I can't hear him, although there are some unpleasant lingering thoughts. While waiting for take-off, I was trying to use some of the techniques from my meditation script, which I hope to be recording within the next two weeks. I think it will be more effective when I can actually listen to the CD itself with the music my son Ben will compose. For now, it did relax me a little which is a good thing since that is all of the research I will do on whether or not it will help anyone else. It is not my way to over research or take too long to decide anything and this will not be any different.

Mike will order the recoding equipment needed next week and I hope to be able to sit alone and tape myself in two weeks. It would be nice if I did not need anyone else around.

My driver from home to the airport was a very nice young man I had met before. He is from Pakistan, is Muslim and was lamenting to me that the holiday of Ramadan had ended last night. He had been prohibited from partying of any kind and he and his girlfriend had hoped for a nice time together, but the flights he had been waiting for having

been delayed. He ended up working most of the night. I felt terrible his plans had been thwarted and marveled at his religious commitment.

I have no idea after the delay if I will make my connection. If I miss it, I will just go home after calling everyone I tried, but could not make it. There is no second flight so if I don't make this one I go no further. In a way, that is comforting. I will do everything I can, but I have no control over the airlines or the weather. The sky below us looks like an almost solid blanket of black clouds.

10/19/07

10:00 AM DST - In Flight to Huntsville, AL

The flight got in with plenty of time to catch this one. I have never been to Alabama before. I wonder what it is like?

Mike got my email back up so I am in contact again. Happily, I did not miss too much so I am pretty well caught up so far.

10/19/07

12:55 Central Time (1:55 PM DST) - McAlister's Deli

I landed with no problem and Robin, my driver for the day was waiting. She is an interesting woman, who owns the car service. I was not sure if we were going to more than one location, but we had time and Robin even offered to get me a sandwich while I was in with the customers so it all seemed well. Sanmina-SCI has good potential for us and we do some business with them now. I saw two buyers, then one of the bosses. I have hopes that they can utilize us more. The person I was originally supposed to see was bogged down in meeting, but said he could reschedule for 1:30. I went out for lunch and am now back at the building. In a few minutes, I have my last call and then head to the airport.

I just got an email from Delta Airlines they have changed my flight from Cincinnati and are flying me through Georgia instead. This is not good and I will see what I can do when I get to the airport. On the other hand, fate is directing me so let's see what happens. I will try not to be upset about it.

10/19/07

4:16PM Alabama Time (5:15 PM DST) - Huntsville Airport

I switched to an earlier flight that ended up getting me to Atlanta later than the first one, but such are the chances you take when on the road. I have heard there are major delays going into Newark. There is nothing I can do about it except keep working as long as I can and then take it easy. The people here are very nice, which makes the waiting a lot easier.

My last call at Sanmina-SCI went well and there are chances for more business. Now it is up to me to make the necessary follow-up and keep attacking. I am sitting next to a man named John, who was nice enough to try and help me reroute my flights when things were looking bad a few minutes ago. I am hoping for happier tidings regarding this flight, but it is nice to meet a fellow traveler. You can always tell one of us because we have the look in our eyes of people who have taken numerous trips to a lot of places and yearned to get home after being on the road. I was talking to John about the wonders of writing and how it gives me some degree of control over a small part of my environment, which I cherish especially when out on the road. John is an IT consultant, which means he travels constantly, a very difficult path over time. He was lamenting about living near a small airport like Huntsville, but it does have some nice things offer around. He says it is a great city, but the air flights to Atlanta drive him crazy. The plane should be here within forty-five minutes and then it is on to Atlanta. I hope they have a lounge and it stays open for a while.

10/19/07

7:42 PM DST - Atlanta Airport

The flight to Atlanta was short, but I was still running very late. I bade goodbye to John and moved swiftly to the next terminal. I got to the correct gate and was greeted with the great news that my flight was slightly delayed and I had made it. As I sat down, I have the good fortune to meet two, lovely ladies named Rose and Shantelle.

They are also traveling to Newark and will be working the weekend. This is unfortunate, but nice for me because I get to meet them. As I travel the world, I am constantly amazed at how many wonderful people I meet and their varied stories. These two are not related by blood; however, they seem like family in their interaction and the way they treat each other. When I mentioned to Rose that had was my grandmother's name and daughter's middle name, she blushed slightly in recognition of having something great in common.

The takeoff time has now been delayed again to 9:00 PM. I do not care as long as we go.

10/18/07

Approx. 10:00PM DST - In Flight

I should be home by midnight and in bed by 1:00 AM. Since I got up at 3:15AM this morning, it will mean a very long day.

It was fun talking to Rose and Shantelle. It is amazing what you share when you don't know their last name. Shantelle is four and a half months pregnant and is not married. Her boyfriend is with her and committed to them both. We talked about marriage and when a formal

commitment is better. After I told her about how Wendy and I met and our life together, she said it was the first example of a positive marital relationship she had seen and will think about it for the future. Maybe we were meant to meet each other tonight.

I am tired and ready to be home. I don't have much power left on this battery. This plane is packed and getting to my bag would be an effort. I am not sure I have much left in me and just may watch the shows on my iPod until we land. Wendy should already be home and Kayla is due at midnight. It will be good to see them both and of course Bailey. It has been a good trip and tomorrow I can sleep late. We have a Bar Mitzvah at the nearby temple where I had the same service almost forty years ago. I am sure it will bring back memories. After that, I go biking and then out to dinner with friends. I look forward to it.

10/21/07

7:55 PM DST - Home, NJ

We went into a holding pattern on Friday night. I eventually got home and to sleep at about 2:00 AM Saturday morning. Wendy woke me up at 9:00 AM to get ready for the Bar Mitzvah. Pretty tired, but excited for the day, I got ready and got to the Temple in time. It is always a little strange going back there since I spent a large part of my youth there learning Hebrew studying Judaism, having Bar Mitzvah and confirmation. The place looked the same, which is comforting. Some things do not change. The young man we went to see did a fabulous job and the reception afterwards was fun, with good food and a chance to see some people we rarely encounter. From there, I went biking, which after the day before was more strenuous than usual. It was a beautiful, warm day and I enjoyed it. Last night we went out to dinner with two couples. The husband of one of the couples I have known for years. His family and he were also in the printing business and his wife is an attorney. They are exceptionally nice people. The other couple we had not been out with before. She had gone to Vanderbilt University and was very active in various charitable organizations. He was involved with the family business, as am I and we all had a great time talking about everything.

This morning I met my brother for tennis, then biked again, and am still tired, but feeling better. This afternoon I stopped by the office to clean things up after being out Friday and then went to see my parents. They were good and then I got the call that our son Ben was back home for a few days so I picked him up to go out for coffee.

It is always wonderful seeing him and he looked great. We talked about his plans for the future. I suggested that he start his own com-

pany now instead of later. I advised that more people would be willing to help him if he laid his cards on the table, told everyone what he wanted and how he planned to get there. I have found that people like honesty, aggressiveness and are usually happy to try to help someone just starting out. Many people always wanted to try their own business and didn't so they were happy to help someone just starting out with their dream. Ben plans to partner with one of his friends and band mates. It is an exciting adventure.

If this happens, he will need a crash course in basic accounting and business, but they can learn that as they go.

If Dan and I get the series approved from Sirius or another radio group, then Ben's company will have their first customer. If I get what I want, then he will have a jumpstart to a successful venture before moving too far. It could be great for everyone, but I haven't heard anything yet. I offered to help Ben get started. He can use our company attorney and accountant because he is my son and I will do everything I can to help. I am proud of him; the mere fact he is thinking of doing this when he hasn't even graduated yet shows a level of maturity and guts that few possess at any age.

10/23/07

3:07 PM DST - *My Office, NJ*

My stomach has been in rebellion and I am popping antacid pills. I do not think it is nerves, just a normal interlude that happens every once in a while. In the family, we call it the "Kaplan" stomach. It was named after one of my relatives who obviously had the same bouts of whatever it is I get.

It looks pretty definite that we will go into gasket manufacturing. Our customers want it and both Ben and I want IJX to do it. When we go out there, we will visit manufacturers and decide the best way to proceed. I plan to start right away.

NOVEMBER

11/3/07

11:18 PM DST - Home, NJ

The clocks turn back one hour tonight, which means an extra hour of sleep tomorrow.

I bought a recumbent bike for the house today. Wendy wanted me to have an option to stay inside when the weather was not good. She looks out for me.

We had dinner with friends; it was very pleasant. I will try Sirius Radio again to see if they have reviewed the "Sunday Night Lifeguards" CD. So far, there's no response. I created a few more story ideas and showed them to Dan. He liked them, but I will do nothing more until we get a commitment.

11/4/07

5:04 PM EST - Home, NJ

I went to visit my parents today. I usually call them about once a week and try to see them every few weeks. My dad did not look great. He is battling his forth cancer and is noticeably slowing down. He now spends a lot of his time at various doctors and told me recently he is getting tired of the battle. When we talk it is normally about relatives, friends and their health, what is happening to people and how business is going. We don't really say much, they like to have me around and hear about their grandchildren. At this point in their lives things are as they will be and they seem content with the way things have turned out. They both seem at peace with their world and I am glad for them that they are together.

My dad has achieved what few other have: an iron grasp of the world around him. He has lived through a reality that he forged from within himself and it worked for him. He did what he wanted, when he wanted and the world has agreed to his plan. Even now as his health is failing (of course with him a rebound could happen anytime) he sticks to his plan and continues on his own road. He has everything he wants. How many people can say that? How many people have even tried to accomplish it? He is an amazing man.

11/5/07

7:58 PM EST - Home, NJ

Susan Sommers was buried today. She was the wife of Elliott, one of the people with whom I usher on high Holy days. I did not know her well, but what I did know I liked. Her husband is a fine, decent man and after today's service, I know how much he loved her. In fact, her whole family and their friends proved what a fantastic woman she was by their remarks, their memories and their emotions. I figured this would be a difficult ceremony to attend. There are times when someone dies where the funeral is manageable. If they have lived a long, full life and their families will truly miss them, then it is natural and not so bad. But, when someone goes way before his or her time, like Susan, it is very difficult. She leaves behind two wonderful kids. Happily both are older so they seemed to be able to handle it as well as could be expected. Neither, however, is living at home, which meant that Elliott is probably going to be living alone. Just before the service, I went to the men's room and as it happened he and I were alone. I cannot imagine how difficult the last few days had been for him. His wife had been sick for the last eighteen months and at the funeral, he held his head high, accepted the condolences of everyone and moved ahead. During the service, the crying became more audible and as Elliott rose to speak, I knew I would to tear-up myself. But he chose to talk about a lot of happy memories with Susan. At the end, it felt as though a cloud had lifted from within him and replaced by a cleansing sunlight. My hope was that the worst was over and he could now focus on the good times instead of the suffering that she had endured. Wendy was with me, although she really didn't know Susan. She was there because our son Ben is a friend with their daughter. She was sad because of what would not happen now, all the future events, like weddings and births; they would all be bittersweet because Susan would not be there. It makes you think of what can happen and we were both moved by the ceremony. It was very emotional and not a surprise that we were both happy when it was over.

Wendy remarked that she hoped people said the same things about her when she passed. I was shaken up and moved to tears more than once, but felt better as I went back to the office when the ceremony was over. I wanted to be back in my routine and think about other things.

As for Elliott, he has a new life ahead of him filled with change. I hope that after a period of mourning, he can once again find someone like Susan with whom he can share his life. As with everyone else, we are just happy it was not us.

11/6/07

9:55 PM EST - Home, NJ

I tried again to set-up a U.S. sales team to sell the SGS device. Thus far, my results have been a total failure. As I always try to do, it is time to look at reality, which is that no one in the medical profession in the U.S. is going to help me. Whether it is lack of faith in the product, in me or in them, it is pretty obvious that it is not going to happen.

On the other hand, our two people in Mexico seem to be moving well ahead and are preparing to hire their first inside person. They do not seem to be afraid at the thought of selling anything and there are strong advantages to setting up in an SGS device in Mexico as opposed to the U.S. Therefore, I am shifting gears, as I so often do, and will center my efforts there at least until I see Ben in China next week. It is not surprising to see the lack of enthusiasm for this new product; anything new is often almost impossible to sell. It is up to me and our team to turn the tide. When and if we are successful, then people can either point to us as visionaries or fools. It doesn't matter. We will move ahead and see if it will work. The thoughts of others are irrelevant; the only consul I want is from those who are more successful than me or others I ask. At least the playing field should not be too crowded with this niche market.

Preliminary positive buzz on our new gasket product lines continues to build. Our competitors have set up a marketplace ripe for someone like us. Now all we have to do is create an acceptable product that has the needed test approvals, is at least 10% below the market price and supplier exceptional customer support.

11/7/07

9:59 PM EST - Home, NJ

We have had some success with the SGS System. I found out that Marisol has scheduled some calls with a medical equipment manufacturer and an oncologist when I go down next month. It is good to see something positive happening in that area.

Mike finished the initial drawing for the new Ideal Solar Shade. It will enable sunlight to be reflected through the shade to the ceiling and help light the room. I sent it to the Patent Attorney with whom Ed Weingram merged his practice. Ed had heart surgery and had to cut back on his workload. They seem about double his price, but if they do a good job, I will live with it.

We emailed the head man from Sirius Radio about our audition CD. He emailed me back saying that he got it, but did not have the

time to listen to it yet, I emailed him back trying to make a memorable impression in a low key sort of way. I will try again in a few weeks if he does not contact us first.

My family company has been amazingly good to me. I will never forget that labels are our core business, from where our power emanates, the vast majority of our profits are generated and the seed money to go into new areas.

I emailed Marisol and told her to hire the new inside person they had wanted. They are friends and I told her she had to be prepared to fire her if she did not work out. She is tough and said she could. I hope for everyone's sake, that the new person, Paulina, is fantastic.

I have spent the last few days going through our data bank of customers picking out people to whom we would send our ATCA panel samples. It is very tough, somewhat boring and tedious task, but this sort of thing almost always yields results and I believe it will do the same here. Tomorrow, I also hope to contact people regarding our new gasket venture.

We got in the new recording equipment for a mini-studio in our plant. Mike hooked it up and I started practicing it today. I will record the Meditation CD first and send it to my son Ben to finish. It should make us very efficient and able to make future CD's very quickly.

I play tennis early tomorrow morning at 6:15 instead of the usual 6:45. I plan to get up at 3:30 instead of 4:00. It's time to go to sleep.

11/8/07 -

9:58 EST - Home, NJ

We started the marketing for the new fabric oven foam gasket product line. I know that we have neither the machinery in Xiamen yet, nor the person to run it, but it doesn't matter because we will soon. I do not want to wait until we are already tested and ready to go before launching because we will lose too much time. As it is, we have already started getting responses and the market potential is huge. I have always sold new product lines before they are ready to go; it helps to steer us in the directions that the customers prefer and keeps us ahead of the industries involved. I believe that we can undersell the market by at least 10%, make a very good buck, and take a quick market share. I like odds like that, especially when the out-of-pocket costs for the first year are not terrible.

11/9/07

1:31 PM EST - Newark International Airport, NJ

I am in the Continental Airlines Lounge with Vinnie and we are waiting to board our flight to Hong Kong. The trip to the airport was good as was getting our baggage checked and going through security. So far our flight is on time and we are excited to be on our way. This trip is different from previous ones as I have few actual sales calls planned, but instead hope to accomplish the following:

1. Visit a few gasket manufacturers to see their equipment to decide if they can be subcontractors for us until we can expand enough ourselves.
2. Interview some gasket manufacturing technicians who can help teach our IJX crew the basics of manufacturing and possibly help find potential employees.
3. Visit the SGS Device people and decide if we want to represent them worldwide and if we do, set-up the agreement and work on a strategy for moving forward.
4. Visit a hospital where the SGS Device unit is being used and see how it works.
5. Try to learn the basics of reading full body scans that can detect tumors and cancer, something I have always wanted to do. I have a feeling it is like reading film negatives in printing and want to see if my abilities there translate over. I am probably being simplistic and somewhat presumptuous, but I look forward to see if Vinnie and I have the talent for it.
6. See our people at IJX.
7. Vinnie will go through the plant in Xiamen to make sure everything is up-to-date.
8. Vinnie will see other suppliers for metal and plastic products.
9. Visit our two distribution centers in China and our sales reps there.
10. Check the procedures for our new plastic panel line (if the current testing goes well, then we should be in production in January)
11. And of course, walk along the harbor in Hong Kong, which is something both Vinnie and I enjoy.

It is a lot to do.

Vinnie just verified that the Hong Kong and Chinese RMB exchange rates to the U.S. dollar are almost the same. I wonder if the Chinese government is doing that on purpose. Regardless, the U.S. stock market has been dropping as has our currency against other countries. The good news is that our products are more competitive worldwide. The bad news is that it costs us more to travel. No matter what, we will

deal with it because we have no other choice. I always try to worry about what I can influence and not what I can't.

I texted Wendy, Kayla, Ben, and Alex and got replies back from all of them within five minutes. I am a very fortunate man to have such a fantastic family backing me in my dreams and adventures.

My plans as of Thursday were to exercise so much as to barely be able to walk onto the plane today. I worked out and played tennis on Thursday and Friday morning. I had John White come in on Thursday night and start training me again for self-defense. He is a wonderful, sweet man who has a contagious smile that only partially hides a very powerful, dangerous side. He weighs about 270 lbs., is about 6 foot 4, is a police officer and carries a gun. He is one of the most formidable people that I have ever met, which is one of the reasons that I love having him on my side. Whenever I am not feeling as secure with my ability to take care of myself, I call him to resume self-defense lessons to increase my confidence. Starting back up with John is usually painful the day after and although we had a great time for the 25 minutes that we were together, I felt it during and after tennis on Friday. Friday afternoon, I was also scheduled to be with Albert (not his real name). He is a personal trainer whose name I got from one of my friends. He was coming to show me a workout that I could do in my hotel rooms. Since I travel a bit, I thought it might be good to have an alternative routine as opposed to using hotel gyms and walking outside.

My first impression of Albert was that he was very good looking with a lot of charisma. As we spoke for a while, I also learned that he was highly ambitious and had plans to take his workout programs to a national level but needed some help. As he said he had the non-business side covered, but needed some help with the other. As we spoke a plan began to emerge in my head as to how we might be able to assist him. Then we started his hotel room workouts and I am happy to say I am in good enough shape, despite having worked out that morning to get through it. He has obviously put a lot of thought into it and I thought it had real value and potential.

I was going to bike with Uncle Dave this morning as my last workout, but the weather was cold and rainy so I did Albert's work-out in my basement, used my new exercise bike, which was awesome and met Dave for a walk. We had a great time together and after I got home, I went out to brunch with Wendy and Kayla.

My driver was early to pick me up. We got Vinnie and made it here with plenty of time to spare. It is almost time to board the plane. The weather has cleared and there is some blue sky. So far we are on time.

11/10/07

6:27 PM EST - *In Flight to Hong Kong*

We have about 12 ½ hours to go and are flying over the Atlantic Ocean heading up to the North Pole. I have a headache and rather than risk a migraine, I will stop typing soon and try to sleep for a while. Dinner was excellent and the seats are comfortable. I will try to work later.

11/10/07

10:47 PM EST (11:47 AM China Time)

After two Advil and about four hours of sleep, I felt much better. I always liked this time during long flights. Almost everyone is asleep and it is very quiet. Vinnie has been out for a while and probably will be for another four hours. It is always amazing to me as to how long he can sleep.

He and I have a deal regarding meals when flying together: he gets extra rolls and bread for me and I give him all of the shellfish and pork that I don't eat. Instead of drinking half cranberry juice and half water as per usual, I will go with water and lime in order to cut down on the calories from the bread. I know that it must sound a bit obsessive, okay it is obsessive, but I do not want a disaster when I get home and step on the scale. Ever since I was a little kid, it has been a concern and this fear of weight-gain has been an excellent tool in keeping myself in line.

I found my journal from the first time I went to Hong Kong about twelve years ago. I thought it might be interesting to quote some of what I wrote then as opposed to what has happened now.

12/22/95

It had all started 3 years ago. My wonderful mother-in-law Bunny had stated that when she reached 60 years old, she would take the whole family to Hong Kong. I thought that three years was a long time, I did not want to go, and it would never happen. One year passed and she still spoke about it. Then six months ago, I began to panic because reservations had been made.

Me on an international trip? I had never been past St. Croix and had never had my passport stamped. St. Croix had happened because I gave my wife the choice of going there or to Scotland for our honeymoon and since she wanted a warm climate, we went to St. Croix. We had a wonderful time, but she regretted it ever since because she had been under the misconception that I would travel outside the U.S. and Canada again.

Nothing could be further from my mind. Our 11th anniversary had just passed and I had been successful at avoiding being any further away than California. Leaving the U.S. to me was like leaving the confines of security and

my ability to cope with any emergency that occurred. For that matter, I rarely even left New Jersey except to vacation in Massachusetts. I began to plot to avoid this trip.

After a futile attempt at suggesting that only the women of the family go and I stay home with our children, I switched tracks and suggested we go to another place like Israel or England, both closer and places that I wanted to see.

But my mother-in-law was adamant it had to be Hong Kong because the British were giving the island back to the People's Republic of China in 1997 and no-one was sure what would happen after that and it might never be the same. I did not care who owned it because I had no desire to see it, but my mother-in-law meant the world to me. If she said we were going to Hong Kong, than Hong Kong was where I was going to be. My wife also mentioned frequently how much it would mean to her also so I said I would go with the best attitude possible.

Notwithstanding, I made one final futile offer to my wife one week before we left, which was to send her to Paris alone, on vacation for a month. It was a half-hearted attempt from a man who knew he was beaten and his fate sealed. On 12/22/95, I boarded a plane for California, bound for San Francisco.

My wife and I were traveling separately in case one of our planes went down so that at least one of us would be left to take care of our kids. I resent all those people who say I am paranoid. I just like to be careful.

My in-laws, my wife and I met in San Francisco where we were ready to fly to Asia. I was flying with my father-law Jeff and Wendy was going with her mother a little later. I had never been in a plane for more than five hours and I had just done that from New Jersey. Now it was going to be another 14 to Hong Kong so we settled in for a long journey. The plane crew was wonderful, the traveling long and arduous and I still cannot figure out how I had lost a pair of glasses while in the air. We arrived about 7:00 PM and went through customs and immigration, and got my passport stamped for the first time. Since my father-in-law was in a wheelchair (he was having trouble with one of his legs), we were given the royal treatment and were outside the airport very quickly, on our way to the hotel.

Once settled, Jeff wanted to go grab dinner. Even though I had been up for most of the day, I agreed. We were on an adventure and there would be time to sleep later. Off we went to a local restaurant called "The Noodle House." It was there that I began to understand the advantages of being with an experienced traveler. Jeff and Bunny had been to China a lot and knew their way around.

THE IDEAL ENTREPRENEUR

The staff at the restaurant did not speak much English, but that did not prove to be a problem and dinner was excellent although I am sure I was labeled as a tourist because I asked for a fork instead of chopsticks.

While going to and from the restaurant, I was amazed at the amount of people who were out and about. It was Christmas time and the area was packed with the people along the harbor area looking at the festival lights. I quickly learned that the people of Hong Kong were very pleasant and also had minimum body space requirements as they were constantly pushing each other to move faster.

For the first time in my life, I was one of the bigger people around, I am about 5'10" and I could see over almost everyone, which was a nice change. However I was also one of the few Caucasians and I immediately felt the difference between the rest of the crowd and me. I can only imagine what it must have been like for my grandfather to come to the United States as a young boy from Romania, knowing neither the language nor the customs and trying to assimilate as quickly as possible. It must have been a daunting task and he handled it amazingly well.

We went back to the hotel and Wendy and Bunny got in later that night. They had been delayed by customs and immigration. I was lucky to be with Jeff.

It is fascinating for me to read about that first trip. What a change twelve years can make. Hong Kong is now one of my favorite cities in the world. I think the fear that they would radically change Hong Kong has been unfounded. My view of the them is that they are granting as many economic reforms as quickly as they can in order to boost their economy and international reputation. It is that policy that has enabled them to grow into the dominating financial power in the world and also enabled our small multi-national corporation to thrive.

I have to admit that I love saying we have a multi-national corporation. Twelve years ago it was not even a thought in my mind, but that first trip to Hong Kong opened my eyes to the possibilities in the world. I have my wonderful in-laws to thank for that.

It sounds like someone is making popcorn behind me, but there are no electrical outlets on board. I think it's impossible.

We have less than 7 ½ hours to go. We will land at about 8:00 PM, it should take about 90 minutes to get through customs and immigration, get our luggage, take the train to Kowloon and taxi to our hotel. Our favorite coffee shop might still be open for a light dinner if we

should so desire, otherwise we can always find something somewhere else. I hope to walk along the harbor before trying to go to sleep. Ben will be there when we get to the hotel; it will be good to see him.

In order to help launch Albert, we are going to have to define his strengths and weaknesses.

His strengths:

Personable

Charismatic

Aggressive

Determined

Competent

Innovative

People-lover

Ambitious

Somewhat successful

He obviously does not need help in dealing with people, pursuing an aggressive agenda or being able to maximize his pluses.

His weaknesses:

Not well financed

Not well versed or wants to be heavily involved in the business side (this is also a plus since he knows it)

Simply put, he needs a support team behind him to take care of all the business details so he can pursue his agenda for great success and stardom.

I have no problem with people who have big dreams, big egos and are willing to work to get what they want. I am the same way. As long as they are happy to leave what they are not good at to others, then they are generally not a problem to work with.

Therefore, the first thing to do is to plan what is needed and to see if we can help him achieve it, provided that we will get what we want in the process. You may be wondering why I am even considering this. It has little to do with our core business and the odds for success are never high in a project like this.

That would usually be the case except for the following:

1. I like him and respect the fact that with very little resources, he has already come so far.
2. I really liked his product and if his exercise system works for me, then I think it could have very big appeal and a chance for success.
3. I love challenges.

4. We are uniquely set-up to handle all the support that he will need.
5. My son Ben is graduating from college in the spring and is coming home to look for a job. He wants to have his own recording studio and be involved with creating and producing music. He is talented and I am not just saying that because he is my son and he eventually wants to create his own business. I think his talents could be molded well into this project on many levels and it would give him a good chance to learn the basics of business while working a viable new project. Rumors that I want him in the family business are perfectly true and this is one way I can see how well he could fit into the family structure. I am happy to invest a significant amount of money to see if that could happen and I have no problem writing it here and letting everyone know. Besides, the odds of him reading this book are slim so he probably will never see it. Also he knows my overall plan anyway so this would be no big surprise. There is nothing wrong with going into a family business if it gives you what you want and enables you to maximize your talents in every-way possible. We are growing in new directions all the time and I am open to new ideas. First we'll try to get Ben and then Alex and then Kayla. But, if they don't, we'll support them to the fullest extent of our resources and help them go after their dreams.

Now that all the cards are the table, it is time to list what I think Albert needs to get going and how we can help him get there.

If he is going to be successful with his workout system then he is going to need to have something to sell. After speaking with him, here is what I believe he will require in the following timetable.

1. A workout video that we will finance (my son Ben will help direct, edit and write all the music for it).
2. A CD talking about his health/life/workout plans, how he got started and how he can help people. I will interview him for it (Ben will edit, write the music and set-up the final product).
3. A CD of the music from the Video and CD (Ben will also take care of this).
4. A set of four small books covering the four areas of the program. IJ personnel will set-up the artwork and we can print it with outside suppliers either in the US or in China.
5. A custom workout band for resistance training, which we will patent, and produce in China along with the other printed materials.
6. A printed box to hold everything.

7. Press-kit-produced by IJ.
8. Clothing line (created by Alex).
9. Find out how he is incorporated and work-out a percentage split of the profits.
10. Marketing.
11. Create a line of cookbooks.
12. Handle the money.

There will be a lot of work to do. Additional personnel will probably be needed including:

- 1 additional graphic artist
- 1 photographer (an outside supplier is fine)
- 1 chef as a consultant

Projected costs including preparation, production and 10,000 units:

- | | |
|---|--------------|
| 1. 10,000 units-workout DVD | \$100,000.00 |
| 2. 10,000 units-interview CD | \$ 20,000.00 |
| 3. 10,000 units-music CD | \$ 10,000.00 |
| 4. 10,000 units-set of four small books | \$ 40,000.00 |
| 5. 10,000 custom work-out band including trademark and patent | \$ 40,000.00 |
| 6. 10,000 boxes | \$ 15,000.00 |
| 7. 1000 Press kits | \$ 10,000.00 |
| 8. 10,000 cookbook | \$ 30,000.00 |

The first run consisting of 10,000 sets. \$30.00/set.

The second run consisting of 10,000 sets. \$12.00/set

The third run consisting of 25,000 sets. \$10.00/set

This is a major undertaking. We will need to be sure of this man's capabilities before moving ahead.

11/12/07

8:08PM Shenzhen, China (7:08 AM EST)

We arrived at our hotel at about 9:00 PM last night. The harbor was beautiful and it was good to be back. I called my partner Ben and we all met at 10:00 PM last night for a walk and to get re-acquainted, it was really good to see him again. Not knowing how my body would react, I went to sleep at about 11:30 PM last night and managed to get about 5 ½ hours before my alarm went off at 4:30 AM.

I went through my luggage, found the power bands that Albert had given me and went through his workout. The intensity of the program enabled me to get the same results of my usual workout, but much faster and I was out for my walk along the harbor at about 5:30. It was dark as I started to walk along the promenade. Seeing the water

to my right and the high rise buildings to my left might have been a little scary, but there were a lot of people out walking and doing Tai Chi. Everything seemed fine so I relaxed and marveled at the rising sun above the water, glistening in the reflections of the building and ships in the harbor.

I met Vinnie for breakfast in the hotel lobby, which was great even with the looks I got from the chefs when I asked for seven scrambled eggs with mushrooms. Afterward, I went back to the room, got ready for work, packed up and checked us all out. Both Ben and Vinnie were early, one of the many reasons they are great to travel with, and then it was off to Celestica.

Celestica is a contract manufacturer and they buy various products from us. The buyer started the usual appeal to reduce our prices because his customers were putting pressure on him. We knew that our prices were good to his facility in Thailand, but I told him that if he were willing to partner with us and increase the volume of the business, then we would put in a distribution center there and cut down his delivery time. He said that he would think about it. It would be great for both companies. They would save some money and we would get more business. We will see what happens.

From there, we made our way to the train station and boarded one to Shenzhen. It was crowded so we had to stand for the thirty-minute ride, which was not terrible. In fact, it was interesting to watch the people come in and out and the scenery go by. After the train, we had to go through immigration and then cross over to the mainland side through Chinese customs. The train had already passed from Hong Kong to the mainland so it was sort of like going to a new country. Once we accomplished that, we were picked up and brought to one of the companies who produce and sell the SGS Unit. We watched a presentation and learned a lot about what the system can and can't do.

In a nutshell, it costs 2.5 million dollars and has a 90 percent success rate with various types of cancers with few side effects. The success rate includes about a 30% cure rate and 60% improvement rate. This company however, has little presence outside of China and is looking for representation. Although we are not in the medical products business, Ben does have some experience. We do have the connections to the markets that they want to enter. We would not make any money unless we helped sell/lease a system or helped setup a joint venture. I liked the product.

We then left for another company that sold the same type of prod-

uct. They were much bigger, but again had almost nothing going on outside of the China. After their presentation, they asked us why we wanted to get involved and the answer was that this system could help a lot of people. Plus, it'll make a lot of money in the process. They agreed that being able to sell and having the contacts were more important than having a medical products background. Just because we were not doctors meant nothing and that would be the way we would approach the sale. At the beginning we would say we were not doctors so there was no misconception. In fact, it was an advantage since there would be no professional jealousy and I had no pre-conceived ideas that doctors were smarter, better at business or knew the marketplace better than we. They did however have access to the patients so that would make them crucial to our plans. We would respect them and they would have to do the same with us or we would move on.

After our meeting, we all went out to dinner. Ben was a friend of the President and head of sales. We had a great time. I learned about toasting in China, which means that all glasses are filled about an inch high with liquor of some type and when anyone toasts you are supposed to drink it all. Since I don't drink alcohol, I was excused and just drank water, ready to start driving if an emergency developed. Wendy would have been proud of me because I tried a few new foods at dinner.

It was very funny watching them all as they started to get tipsy, happy, start laughing and speaking more intimately. It was a good time and then we were dropped off at the hotel.

We are scheduled to be picked up at 7:00 AM. Sleep deprivation is already occurring and I needed to get some rest soon. Kayla texted me this morning so I now know I can do that from here. She is so sweet and I miss her and Wendy already. I will call them again tomorrow morning, which is their Monday night.

11/13/07

2:12 PM China Time (1:12 AM EST Guangzhou Airport)

I got up this morning at 4:00 AM, worked out, had breakfast and met Vinnie and Ben in the lobby. Sammy picked us up. She works for Shenzhen Jiacheng Investment Company, one of the manufacturers of the SGS System and the company we plan to represent worldwide to distribute their products.

It was a 90-minute drive from the hotel. We were going to see a hospital that had a SGS Installation. It was a military facility, but open to everyone in China and as we walked into the reception area, we were all a bit startled as to how simple everything was.

The patients who were to be treated sat along a wall and were casually dressed. When the time came, they walked into the next room. They were put on a gurney, treated (it usually took less than an hour), and then left. They did not even have on hospital gowns and it was all relaxed, very different from a hospital in the United States.

Here, getting medical help is very simple. Once you are diagnosed with cancer, an oncologist, who decides how you are to be treated, reviews your file. If it is via this system, then within a few days you go to the hospital, walk into the center - there is almost no waiting - get treated and leave. From the diagnosis to the first treatment, it only takes days, not months like here. The number of treatments depends on the type of cancer and the size of the tumors. Some tumors are too large to be helped with this system.

The treatments for all types of cancers and tumors can range from one to about twenty times with the average being seven. In China you are charged for the overall service; it all costs about \$2500.00 USD per person. Interestingly enough, brain tumors, which are often so deadly and hard to treat with other methods like surgery, are the simplest types for this system since they are usually very small and often only need one or two treatments.

There are about 100 centers throughout China and a few world-wide. This subsidiary along with its parent company were recently listed on the NAZDEC Stock Exchange in the U.S. That is where we come in. Our experience with selling in general and having distribution centers in The Netherlands and Mexico gives us a great place to begin marketing outside of China.

These units have Chinese FDA approval, but not U.S. FDA and are considered an experimental system here. If we make the deal, we would start marketing in Mexico, Asia and possibly Eastern Europe.

The machines cost about 2.5 million dollars installed, but many hospitals do not have any money. Thus, joint ventures will have to be arranged. If it works, this could not only be a great help to thousands of people, but also might be very lucrative for us.

Our plan will be to have our personnel run the centers both to set-up the same type of ISO related efficient system we have at our facilities and make sure we get paid. This will have the benefits of top grade customer service and care, getting the maximum usage from the unit itself and also getting the most money from the system as possible. We will try to run the Chinese model of diagnosis of treatment in days, not

months. Since it often takes 50-60 days for the first treatments to show results, the sooner we get the patients, the better it is for everyone. We are all very excited about the potential for this project and we will pursue it vigorously. We already have appointments with some doctors and medical personnel in Guadalajara.

Then, we went to a gasket manufacture. Since our equipment is on its way, we needed to not only set up our operation and learn the business, but also have secondary sources in case we get orders that we do not want to handle ourselves. The only problem was that this company is Taiwanese and they do not allow anyone to wear shoes inside their plant. This meant Vinnie, Ben and I had to wear sandals. I know this is probably not a problem for most people, but both Vinnie and I were very uncomfortable walking around in someone else's sandals that were hard to keep on.

This company seemed to fit our needs and we will keep them in mind for the future. In the meantime, we went to lunch with two of their executives. They only spoke Chinese whereas Vinnie and I speak no Mandarin so communication went through Ben. When he wasn't there, we used hand signals. After that, it was back to the airport to go to Xiamen, our home away from home in China.

11/14/07

9:19 AM Xiamen Time (8:19 PM EST)

We were delayed over two hours at the airport; rumor had it that the government had closed the airspace for a while for some military reason. Once we reached Xiamen, we met Ben's wife and eldest child. They were on their way back from Shanghai where his daughter was involved in a piano competition. It was great to finally meet them and I hope Ben's whole family and mine can one day visit together.

I got about five hours of sleep, which along with a few naps yesterday is barely enough to keep me coherent, but so far so good. I walked this morning and watched the sun rise over this beautiful city. There were fisherman, joggers and walkers and it was a very pretty scene amongst the park, large buildings and the lush vegetation. I was always a pushover for palm trees.

Vinnie and I had a great breakfast, I downed another seven scrambled eggs, and I hope I don't get a cholesterol test for at least another month. Then, it was off to the office where I had quick tour to see a bunch of familiar faces and our new personnel. It is always fun being back here. If you remember, I was worried about the toilet situation, since we Americans (Vinnie and I) need the western style and

the one they had was broken and was never repaired. Unfortunately, the situation had not been resolved. One is being installed today. My hopes are that it will be ready to go tomorrow. I am leaving for Shanghai then, but Vinnie will be here until Friday and I know it sounds like I'm making a big deal over nothing, but it is important and I want him to be comfortable. It is like yesterday when we had to wear sandals instead of our shoes; we felt out of place and not totally at ease. If you are worried about anything for any reason, whether it is rational to someone else or not, the concern is still there. If it is not addressed, it will continue to take time, energy and concentration away from other more important matters.

I spoke to Wendy this morning; she and Kayla are fine. I miss them.

I had a meeting with Titan, one of the IJX employees. He wants me to help create a package involving the Ideal Challenge Game and a new CD of my business advice to sell to a local English Language School to help their Chinese students learn our language. This will give the school an unusual edge as they can offer to help the students both languages and business. We will send over samples today and Titan will follow-up next week. The odds are always against any sales idea succeeding, but this could work if the school president is forward thinking and aggressive.

I am sitting alone in the conference room, which was what I expected. Our people only need to see me for a few minutes when I first come in order to feel secure about everything. That is my main purpose for being there today. I understand their need to know that everything is fine. Ben and his team have done a wonderful job and we are positioned for large-scale growth. They don't need me for anything else.

Speaking of getting bigger, Ben and I leave this afternoon for Shanghai; we have a meeting with the two gasket brothers tonight. They want to be consultants for us, but want too much money. We have another alternative so the meeting may not go the way that they hope. Options are good and we don't have to use them, which will make the bargaining all the tougher for them.

For now, I will work on the SGS project and the basics of how a joint venture might work. Since Ben and I will be together for the next few days, it will give us a chance to finalize things. If there is any more time, then I will go back and work out the plan for Albert. I like being busy.

11/14/07

11:36 AM *Xiamen Time (10:36 PM EST)*

Ben and I have been working on the plan for setting up the medical project. We have two options. One is to joint venture with a hospital and use their space, the other, to gather a group of doctors who will have office at a medical or scanning center, have financial participation in the profits and be physically near, but not in a hospital. Both ways can work. It is simply a matter of going to Mexico and seeing what will fit best. We have the resources to take care of either. Although it will mean extreme debt, it is something I want to do. We are emailing Mari-sol now to have her start getting the needed information for bringing a unit into Mexico.

10/14/07

5:20 PM *Suzhou China Time (4:20 AM EST)*

I'm in route to the hotel for the night.

We flew to Shanghai yesterday afternoon and went to our hotel. Once there, we called the two brothers who we might want to hire as consultants. One of them had quoted a ridiculous amount of money for consulting, apparently with the idea of using it as a bargaining chip. He was highly disappointed when his strategy did not work. After a short discussion we sent them away with instructions to come back with a better offer for consulting or moving to Xiamen to work for us. Their thoughts of our desperation were misguided. In addition, our lack of response to their declarations of their manufacturing capabilities may force them into a better offer for us.

After that, Ben and I had dinner and then split off for the night. I decided to take a swim and locked my valuables in the room safe. Unfortunately, I messed up the safe combinations and could not unlock it and actually set off an alarm. I called downstairs and had to wait for the hotel staff to unlock my valuables before I could go swimming. I have found that my stamina in the water is directly related to how much and often I do it. Playing tennis and biking have no positive effect so that after five minutes I was tired, especially after the workout in the morning. I stopped for the night after calling the office.

This morning I woke up early, worked out and then it was off to visit the people at Alcatel-Lucent. The buyer and we (Ben and I) had a difference of opinion. He wanted us to be the cheapest on everything and I only wanted certain pieces of business best suited for us where we made a good profit. It got a little heated and I offered to reduce prices if they gave us more business so we could make up the profit on volume. From that suggestion, we worked out a possible solution where we would attempt to take over all of the business they were still getting from foreign label makers. Since we were now a domestic course, this appealed to him.

Then we went to see his boss whom I have known for a while. He is a good man and he liked the plan I mentioned above. Their company is going through a lot of changes. We will see how much business is actually there, how much more we can get and if it will be profitable for us to do business with them at all. Business is a two-way street, just because a buyer wants something it doesn't mean that he will get it. We try our best, but there comes a time when it is no longer profitable to keep going. We are not there yet, but the time may come.

After lunch, we went to see another fully SGS location. This one was very busy and it was interesting to see the efficient way that they took care of their patients. We are getting some good ideas about the best way to set up one of these operations.

Then, we drove to see another gasket manufacturer in Suzhou. I got the feeling that as soon as they saw me, being Caucasian in an area where not many come, the prices immediately went up as they were a lot more expensive than we expected. No matter, we learn more every time that we visit a new supplier so the time was not lost.

The area around here outside of the city is highly polluted and the landscape is a bit bleak. The highway is full of people on scooters and motorbikes without helmets and lights and it looks really dangerous. I get the feeling this is a highly combative area and I will be happier when we are back at the hotel. Once there, we have one person to interview for manager of our new gasket operation. He is already waiting for us, early for the appointment, something Ben and I both like.

11/14/07

9:07 PM Suzhou Time (8:07 AM EST) - Crowne Plaza Hotel

The drive to the hotel turned out to be an adventure. For the first time in my life, I was involved in two total gridlocks. Apparently, people around here do not pay a lot of attention to traffic lights and they just keep driving after the lights changed. It is amazing to be caught in one of these massive tie-ups. No one starts fighting, rather they just wait for the traffic police to come by and fix things. It was rather unsettling, but interesting, I hope I don't have to experience it again.

Once we got here, Ben started to interview the man for the gasket job. After I went to my room and came back down, Ben told me he was his choice for the job and we started negotiations in earnest. Thirty minutes later it was done and the man is supposed to call tomorrow morning with his salary request and the day he could start. He was unsettled by the speed we wanted to move. Asian companies generally take a long time to actually offer a job and he was unprepared mentally

for our offer. But sometimes you get lucky and he has his fate in his hands right now. If he acts quickly, he can join us and I believe it would be a great chance for him. If he hesitates he will lose the opportunity. Either way, his life will be different. He probably won't sleep much tonight.

I will workout a little more and then get ready for bed. Tomorrow, we have two stops and then I go to the airport for my trip back to Hong Kong.

11/16/08

12:35 PM Shanghai Time (11:36 AM EST) - In Route to Airport

I woke up at 3:30 AM, an hour earlier than needed to email Mari-sol. I want to pursue the idea of partnering with a PET or CAT Scan centers to put a SGS facility into Mexico. Since these types of centers usually have lots of patients, we would offer a free analysis of their scans by one of our oncologists. If treatment is needed, they can schedule and get started right away.

Things were good back at the office. We found out this morning that the plastic panels we had in for testing at Alcatel-Lucent passed so they can now start ordering. After working out and eating breakfast, Toby (our local salesman) and Ben picked me up and it was off to a gasket manufacturer for a tour. It was a nicely run company and we may do business with them.

After that, we went to Sanmina-SCI where we spoke about doing more business. Offering fast quoting is a major deal with buyers because they can't submit their bids for pieces of business if they can't price every part on the bill of material. They really liked that we were offering fast quotes for shorter to medium run parts with good pricing. They are supposed to start sending requests right away beginning this afternoon. They also liked the idea of us taking over for their European and U.S. label suppliers because we are local, it could be a good area for new business. These people were also very nice in complementing me on my books and other writing. I never get tired of hearing people saying that they like my work and are looking forward to more.

We are now on our way to Shanghai Airport. I have a 3:00 flight to Hong Kong and Ben has assured me I will make it. I probably won't have time for lunch, but that is okay. I think I will work on the Meditation script.

11/17/07

9:45 AM Hong Kong Time (8:45 AM EST) - Hong Kong Airport

We got to the airport on time and Ben was wonderful, staying with me, getting my overweight suitcase taken care of and then leaving me at the boarding area. He is a great partner and friend and I am very lucky to have him. The flight was fine; I got through customs, immigration, on the train and to my hotel about 6:30 PM. By this time, I was really hungry, got to my room, ate some of the fruit that was thankfully there as a gift from the hotel and then went out to find dinner. I went to my favorite coffee shop that I frequent here. It has good sandwiches and salads and I was hoping that there might be some left. Unfortunately, the selection there was not to my liking, which left me with a dilemma. Going to a restaurant was going to be a big time consuming deal, and then I remembered the market nearby. I went there and bought some sushi, salad and smoked salmon. I went to the Harbor for a few minutes to look at the lights, but I was so tired that even the beautiful lights and laser show were not enough to keep me from dinner. Once in my room, I ate, relaxed, got ready for bed and called Alice to check in one last time before going to sleep. By that time, sleep deprivation from the week fed the high-powered emotional mood swings I was experiencing, which all meant that I was better off not working. So I went to sleep. I knew that the 5.5 hours I was going to get was not enough, but I needed to workout before the long plane ride and the guilt of not working out overrode the extreme need for sleep.

I woke up at about 4:20 AM and answered my email. A lot has happened since Vinnie and I left New Jersey. The panel project that we have been working on for over a year just had the first four types approved by Alcatel-Lucent. I heard from Jan-Willem this morning from IJN that their new panel designs for a customer there have also been approved to go to the mold tests. We now have enough suppliers to sell many types of gaskets and we should be able to start making them ourselves by the beginning of the year. We have hopefully opened the way to new business streams from Alcatel-Lucent and Sanmina-SCI. As far as the SGS installation, seeing the two units in work was wonderful and we are convinced of its potential to heal many people. I will email our proposal to Ben when I get back as to how to set up three types of centers in Mexico, the stock split and the responsibilities of the various partners.

After emailing, I then worked out in the room. I had given my band stretchers to Ben to get prices so I had to try to adapt my new workout without them. It was not as good.

It is a good sign that Albert's program has merit. If it could instill

that level of obsession in me after only a few days, then it works, at least for me. The real test for the program however is when I get home and get on the scale. The results are what count and if I gained any weight, then his program is worthless. His fate rests on my scale, it is the only way for me to measure, and I wish both of us good luck.

Then I went out walking and met up with Vinnie who was taking pictures. After breakfast, we checked out and were helped by the hotel staff. I have known one of the people there for years and have given him my books. It is always good to see a friendly face. Both Vinnie and I really like the Harbour Plaza Hong Kong Hotel and recommend it to anyone.

Check-in at the airport was smooth, I had already bought chocolate for the crew in the office. I looked forward to going home and getting back to my regular schedule. Sunday, I will play tennis and bike. Kayla texted me. The weather should be cool.

11/17/07

1:12 AM EST - *In Flight - Approximately 12.5 hours to go*

Lunch was very good and Vinnie and I have been talking about business, our new areas and the "perfect plant," a 100,000 sq. ft. building of our own. It will be as energy neutral as possible with various types of manufacturing capacity that will enable us to do short-runs of almost any type of part. There are two buildings I have my eye on. Both are in the town where we last had space.

I feel that you probably know this, but I have a large ego. Growing up, I always wanted to be seen as successful. When I first started out with my Dad, there used to be some very large New Jersey printers who dominated the business and the industry brand. If you were part of them, then you were a big deal. When I began with my dad, it was he, a secretary and I. He fired the secretary soon after I arrived and I always had the feeling in those early years that people did not take us seriously. It is a feeling that is mostly gone, as we have become much larger, but old thoughts die hard. One of those old printers, by the way, all of whom are either out of business or merged into others, used to be on the same street as us. The street was always referred to by everyone as theirs and not ours. They are long gone, but their two buildings still remain and I want one of them. I want the street to become ours and I want my Dad to be able to walk into it knowing that our company has made it big. I want a lot.

There are a few roadblocks standing in my way, however. The first is that neither building is for sale. The second is that, to put in our dream plant, it will cost about \$7,000,000.00, which means I would have to go into heavy debt. Add that to the uncertain real estate market and the continual reduction of manufacturing as an industry in our

state and it all combines to make me think I would be crazy to do it. However, business wise, it would make a lot of sense to be alone in a niche market. It would be something I have dreamt of doing for the last thirty years.

I believe in fate and karma: if it is meant to be then the opportunity will come up and we can address it. Until then, there is plenty for us to do. But it would be very cool to walk into that plant with my Dad and have pictures taken of both of our faces. Egos are not bad as long as they are kept in check.

December 24, 1995

The people of Hong Kong in all areas are very aggressive and persistent businessman. I learned early when I lost my glasses and went to buy a new pair. After we had made the deal the man asked if I wanted a special type of lens for an extra \$50.00. I said no and he got angry and asked why not. I got angry back because he was trying to change the deal and I told him I did not want to spend the money. He then said as a special deal he would give it to me for \$40.00. I then said \$30.00 and he agreed.

Realizing that people expected to be bargained with, I bought some clothes the next day and successfully got the tailor to take \$200.00 off on the sports jacket. The longer I stayed in Hong Kong, the tougher I got at negotiating.

December 25, 1995

Back at the hotel, I turned on the television where once again the main topic, in the newspapers also, was the return of Hong Kong to the Chinese in 1997. The people here are incredibly worried about what will happen both politically and economically, and many wealthy Chinese have already left.

The fear of a Chinese crackdown is real; in fact, they are already starting to impose new laws and the takeover has not even started yet. Many feel it will mark the gradual decline of Hong Kong independence, which will not only make it harder to live, but also instigate a quick decrease in foreign investment. If outside money dries up, then the future economic vitality of the island will be drained so that Hong Kong would become an economic shadow of what it is today.

Being Jewish in a non-Jewish world is always intensified during the Christmas holidays. With the world enjoying this time, we Jews (while still having Hanukkah) often feel left out of the spirit. Back home, we normally spend Christmas Eve going to the movies and eating Chinese Food because those are the only places open.

In Hong Kong, while many of the inhabitants are not Christian, all people seem to take on the best of the multitude of religions during this season of Peace on Earth, tolerance and respect for the individual. These feelings transcend all

religious and political ideals, a good model for the rest of us to emulate.

December 26, 1995

We spent the day with my cousins who live here. We went to the local zoo and then had lunch. I learned how to use chopsticks and ate pigeon for the first time.

Last night we went to an English hotel for dinner where I had Non-Chinese food, the first time in a few days. Unfortunately, dinner lasted two and half hours and I fell asleep before it was over. My father-in-law abruptly woke me up; I guess they can't take me anywhere.

Today is my son Alexander's 7th birthday and we called home to congratulate him. As the days are passing, I am increasingly yearning to see my children and dog and get back to normal life. I have always been a very structured, well-defined individual and I thrive on running on schedule. Every once in a while, it is a good thing both to give my mind and body a rest and remind myself how great I have it back home.

December 27, 1995

My journey to Mainland China could be entitled "why you should never visit a Communist country without an adequate supply of non-fat muffins".

I admit I willingly signed up for this family adventure. After getting up early and checking to make sure the office was okay, we had a hurried breakfast and traveled via hydrofoil boat to the mainland. The fifty-minute ride was uneventful except that my wife was not feeling well. The Englishman I spoke to said that the Chinese might kill each other, but Westerners were usually treated well, a pleasant thought to take with me.

Once at our destination we were supposed to be met by a tour guide who would have our one-day visas. Unfortunately, they were late and we had to wait 30 minutes before we could get through immigration.

Once through, Dalen our tour bus guide met us. He was going to spend the day with us and stop any potential trouble. He was 24 years old, was very self-assured and told us his life was much better since the government's move toward capitalism. Like others on the mainland, he did not want to give any personal information, a defense mechanism from living in a communist country.

Our first stop was an exhibition of miniature representations of China's most famous landmarks, temples and buildings. It was very interesting because to Americans, Revolutionary buildings seem very old, but to the Chinese, their history goes back thousands of years.

We spent the next two hours traveling to the town of Guangzhou trying not to get into traffic accidents. The people of China drive like they are in a mad rush and in a perpetual game of "chicken." There seem to be no building codes with shacks next to partially and completed buildings, banana groves, strip mining on hillsides, and rice patties. Most of the buildings seemed empty.

Unlike Hong Kong, there were almost no westerners and the local people

stared at us. When we reached the city, we changed drivers and went to lunch. The Chinese eat a lot of things we don't including: snake, cat and dog. But we found out we were ordering from the American menu. I had learned the night before how to use chopsticks, which was very important since I needed the skill for lunch. I did not want to look like any more of a tourist than I was by asking for a knife and fork. My brother-in-law Cliff was the hit of the restaurant; he would eat anything. I, however, survived on peanuts, orange soda and fried rice. I luckily had one last non-fat muffin from New Jersey with me in my knapsack as my emergency food supply. I had already eaten my last granola bar.

After lunch we visited a large nine-story temple and the Sun Yet Tsen Memorial. Then it was off to a Tea Store to buy cups and teakettles. The owner kept trying to have us buy everything individually, but I took over the negotiations to set everything at one time to get a better deal. I had learned from the eyeglass man and the tailor.

Outside the store was a park where retired men were sitting with their pet birds. This is common here on the mainland. Finally, it was off to a final park that had some beautiful sculptures and then we went back to the train station.

After going through immigration and not knowing where to board, I went up to a stern-looking woman in the military and asked if we could board the train that had arrived. She looked at me with steel-like eyes and told me to sit down, which I quickly did. Thirty minutes later, we were on our way back to Hong Kong. **(Author's note: I was in the same city on this trip, it now is a gleaming metropolis with more than five million people)**

In retrospect, my impressions of the mainland are that the architecture of the historic sites was breath taking, the food was mediocre, and the people were okay. Thank goodness they had a lot of bathrooms. I do not plan on going back. **(Author's note: obviously I have changed my view about everything)**

There was a dining car on the train, but it did not look good to me. My stomach was still not great and I could not face anymore Chinese food. I ate my last muffin.

We got back about 9:00 that night and I was having little luck finding food when I passed my father-in-law who asked me if I wanted to eat. I enthusiastically said yes. He is a wonderful man. As I was sitting in the hotel lounge eating a turkey sandwich and drinking iced tea, I was appreciating my life, capitalism and my home more all the time. I was also learning that business was not only more than hard work and a willingness to try new things, but also meant being in the right places and meeting the right people.

11/17/07

3:28 AM EST - *In Flight less than 10.5 hours to go*

It is fascinating to go over my journal from my first China trip. Parts of me have stayed the same and others have changed dramati-

cally. Of course, so has China. In these last twelve years, it has become the leading manufacturing center in the world. It has many new cities with millions of people; the modernization has been extraordinary especially in so short a time. The changes in my life have also been huge. Obviously, I really like China now, both Hong Kong and the mainland. The opportunities this country has offered us have been immense and of course without my partner Ben, we would never have been able to get this far.

December 28th, 1997

Thursday morning, I decided to try to find the Hong Kong Trade Bureau and see if I could find some sources for Ad Specialties (key chains, pens etc.) for my best friend David. I traveled to the Island of Hong Kong via Ferry (our hotel was on the island of Kowloon), which was a lot of fun. It was good being back in business garb with a suit, tie and newspaper; I looked like the other commuters and it was wonderful.

The Trade Bureau staff gave me a book with all of the companies in the area and I photocopied information on tariffs and exporting.

As I rode the ferry back to Kowloon, my mind began to mull over the idea of bringing in products from China to the U.S. I decided to try to visit some of the companies I looked up. I knew that importing probably had some restrictions, but I also knew that if I was determined, I could find a way to do it. I also figured that few companies would go to the trouble to import, so it could be a new selling area for our company.

The great hotel staff set-up some appointments for me to get plant tours and after a lunch of Italian spaghetti, I ventured out into the city.

Happily, the taxi drivers as well as everyone else in Hong Kong were extremely pleasant and helpful. These tours took me away from the tourist areas and I was suddenly in the industrial area of the city.

The first man with whom I was supposed to speak was named Lawrence. I also found out that most Chinese have an English name in an addition to their Chinese name. His English was okay and his company sold skincare products. He was very aggressive in trying to setup a situation where he could export to the US. I noticed some other products, which turned out to be from another company and he invited their representative in on the meeting whose name was Ansal. He was about 35 years old and even more aggressive than Lawrence. He looked at me for a second and asked me if I was a Jew. If this had happened in the U.S., I would have been prepared for a fight figuring he was trying to insult me. But my father-in-law had mentioned that many of Chinese richest and oldest families were Jewish.

I told him yes and he broke out in a huge smile, his company owner's were Jewish. He gave me some samples, price lists and also promised to send me more when I got back home. When I left Lawrence said goodbye to me in Hebrew. I liked them both.

As was to become common with all of the companies I visited, companies

THE IDEAL ENTREPRENEUR

in Hong Kong manufactured on the mainland and delivery took about 6 weeks. Mainland prices were incredibly cheap, but importing and shipping charges still had to be paid. For what I had been told, business for most companies in Hong Kong had not been great for the last few years and my coming in was seen as a great business opportunity.

I went back to the hotel elated. It was fun to be working again. Business here seemed just like business in the U.S. and I felt at home. I went swimming that night instead of running and then practiced my martial arts karate katas (pre-arranged set of moves). The local people were watching and it occurred to me that they might have all had been masters at it. I felt a little intimidated.

There are three things to do in Hong Kong, eat, shop and do business. Business was my favorite by far.

12/29/97

I went to see four more companies that sold various types of products. While walking through one building I smelled a familiar odor. Moving toward it, I realized it was printing ink. I was in a building full of printers; it was like being home.

Dinner was at a Chinese restaurant and this time I did not fall asleep.

12/30/97

We had a late checkout for an evening flight and Wendy suggested I go to Shabbat services at a local temple. I found one through the hotel and the taxi dropped me off. There was a security guard in front who was not going to let me in until I showed him my prayer book. As I opened the door, it could have been to any temple in the world. There were posters about going to Israel in English and the congregants were mostly westerners. I stayed for a little while and then went back to the hotel.

We had a tearful goodbye with Bunny and Jeff (they were staying longer) and then Wendy and I went to the airport to take our separate planes home. It was great to be home. The trip had taken about 22 hours. There was still some snow on the ground and within minutes, everything was back to normal.

In retrospect, I gave the trip a 7.5 out of 10, which considering my pre-trip concerns was very good. It has also given me an open mind as far as future travels are concerned and we are even talking about visiting England in two years. Imagine that!

11/17/07

12:05 PM EST - In Flight

We are flying above Illinois with about 890 miles to go. We will be landing home in about ninety-five minutes. I am not sure how long I slept, but I feel pretty good. My next scheduled trip is to Mexico early next month.

11/17/07

10:02 PM EST - Home, NJ

The car service dropped off Vinnie at the office so he could pick up his car and I got home about 3:00 this afternoon to a warm welcome from Wendy, Kayla and Bailey. Wendy and I went out to dinner tonight and then relaxed at home. Kayla was off at an event to help the homeless through her local youth group. I am pretty tired, which I hope means I will sleep well tonight and be back on my normal routine tomorrow.

In case you are curious, I weighed myself and I was at my goal weight, which means Albert's workout system functions well for me and we will move on with his new program if we can work out the details. Strange how the little things can really make all the difference. If my weight had spiked tonight, then the odds were good that I would not have moved forward with him. Fate has a way of dealing some interesting options.

11/21/07

9:49 PM EST - Home, NJ

I am fighting some type of stomach ache. The good news is that it is helping to keep my weight down; the bad news is that I get waves of nausea and indigestion. I hope it ends soon.

I got an email from Albert. He saw my proposal and likes it, we will meet next week after the birth of his new child. My best wishes to him and his family.

I contacted the last gasket maker that we saw in China who is UL approved. I will put forth a proposal where we will pay to dual list them with UL, meaning that we can have them also under our approval umbrella. It will cost them nothing, give us UL approved product in addition to our own and give them a large potential for European and U.S. sales. Everybody wins if it works out; just the kind of plan I like.

Ben and Alex come home tomorrow. We will be at full strength again, and it will be good. Thanksgiving is here on Thursday; I am in charge of clean up. We have a lot to be thankful for and I often count my blessings.

We go down to Mexico in a few weeks to see customers and potential SGS partners. Something new to sell so I am excited. I have no medical background. Let's see if that makes a difference.

11/22/07

11:14 PM EST - Home, NJ

There is trouble on a plastic extruding job at IJX. I sent my suggestions about how to deal with it and am going to sleep. Many new pieces of business have problems at the start. I feel reasonably confident that

with all of us involved, we will find a solution.

Tomorrow is Thanksgiving and I have so much to be thankful for. To be able to go after your dreams is an amazing opportunity and for me, it covers a myriad of areas. I want to try a lot of them. I hope our cash reserves hold out so that we can. Ben and Alex are back home. Actually they are out, but they are in the state; it was nice to briefly see them both.

Our celebration begins tomorrow at 5:00 PM.

11/24/07

10:20 PM EST - Home, NJ

Thanksgiving was a lot of fun yesterday with family and good food.

Today I played tennis with Ira and then went with my son Ben to get him a new cellphone. He is graduating in May and needs a phone that has email, internet access, and easy text messaging so we got him a Blackberry. Barry also wanted one so I got him one too in exchange for a future favor. He doesn't know what that is yet, but I will probably use him as the technical advisor for the cookbook for the Albert project if that happens. If not I will find another task for him.

I was in the office later and recorded the Meditation CD and I think it will be okay with Ben's excellent editing. Afterwards, I came home, worked out and had a quiet evening with Wendy. I am supposed to bike with Uncle Dave tomorrow as long as it is 40 degrees Fahrenheit or above, we should be fine. I have been working on the SGS marketing. I contacted my friend Leon in South Africa and will think of others who may have an interest in the project. The trick with this will be to find the right people. We will see how well we do.

11/25/07

4:21 PM EST - Home, NJ

Ben is driving back to Cleveland and Alex is already back at school in St. Louis. It was wonderful having everyone home and both will be back in about three weeks. I was very pleased to get the Meditation CD taped, I hope it is okay, but when I tried to tape some business advice excerpts that Titan wanted from IJX, it did not sound right. I think I need to have someone interview me for that so I will try to get that set up before trying again. So far, no additional word from Sirius radio; it is not looking good.

We got approval today from the gasket maker in China, who has agreed to a joint UL listing and informal alignment with us. The deal should be great for them. We will send them all the gasket business until we can set it up at IJX. We will set up a launch for Europe and North America for December/January. I am hoping the response will be amazing. I will talk with Albert this week. We have people ready for his food and clothing line and possibly the video. We have to ham-

mer out the basic agreement with him first. I am editing the new book again. I am tired and will stop for the night.

11/26/07

10:02 PM EST - Home, NJ

Today went well. We got the new booklet for the SGS System into work. It should be awesome and very professional looking. We need them to be ready for our trip next week; I think we can make it. Thankfully, being a printer gives us the tools and knowledge to create quickly. Sometimes, having the ability to present well will offset a lack of knowledge of the actual nuts and bolts (in this case medicine and cancer). I am starting to feel guilty when I hear of people who are sick and dying of cancer; perhaps there is something I can do about it.

I had a feeling and looked through the death notices tonight. A brother of a guy I knew in high school died of brain cancer. The guy I knew committed suicide. How sad for the family and especially their parents. I hope they are both at peace and their families are okay.

Mike is in Mexico. I hope he does not have too hard a time getting everything squared away there for the new order entry and bookkeeping system. We have a new employee there specifically to help so I hope it works out.

I spent a lot of the day doing paperwork and got a lot of it done. It is always good to feel like I've accomplished something.

11/28/07

9:50 PM EST - Home, NJ

I was emailing with our new potential salesman Jeff and I think we will probably bring him onboard next week. I want all of our top people to be able to sell and bring on more salesmen as well. I think Jeff has great potential both for all of the IJ product lines.

Alan Holzman's mom's funeral and night service were today. I was there for both. I never met her, but he is my friend and I knew he was happy that I came. You know how people are when times are tough. I like to think that people can count on me.

One of the main buyers with our biggest customer told me that he was moving to a new job today. I was a little upset. It is not always a given you will get along with people, but you hope things will work out for the better. In this case, he gave me two people with whom I could follow-up. They would be taking part of his job. It turned out I knew one from a long time ago. We had done business and had gotten along then. I hope it continues. I plan to go see him in North Carolina in the next few weeks.

I had my CPR re-certification course today. It was just the instructor Donna and me; she was wonderful. The procedures for it

keep improving so it is important I stay on top of it. Happily, I have never had to use it.

My job is continually changing. I now spend almost no time on day-to-day operations unless there is a problem. I will soon have to give the ISO system to Mike and spend all of my time on overall operations, new business, new personnel and financial matters. This is what I wanted; I planned for this. I hope I still want it this way when I get there. If not, I can always change it. I am looking forward to Mexico. Mike says our new employee has the right personality and assets to run the inside, which gives Marisol and Eduardo the freedom to sell. If he is happy with her, then I am confident she should be okay. I am excited to try setting up a Gamma Knife Center there. I know there will be a lot of questions for which I am not ready, but like gaskets and the other new areas, I plan to learn as much as possible as fast as I can. It sounds like fun.

11/30/07

10:42 PM EST - Home, NJ

The booklets for the SGS System were finished and are ready. I have been working on the marketing. Unfortunately, I have no clear plan as to what to offer the prospects when I get there. I created a tentative percentage split between the SGS manufacturer, the hospitals/doctors/scan centers and us, but no one has agreed to anything yet. I have to have something to show them so I will revert to my plan. When a vacuum develops, it has to fill with something and if I have no definite direction from anyone else, then I will decide myself. If people do not back us, then it is good we know before a lot of money is invested. We have other options and I like to know the people involved and how they will react. The opening sales salvo is a good way to find out from where people are really coming. Will they commit? Do they do as they promise? Do they answer their emails promptly? Is the information needed supplied? Are people honest and do they care about the project? There is a lot to learn and a lot has nothing to do with medicine. It is strictly sales, the reason for which we were brought in. It should be fascinating to see how everyone moves and what happens by the time we leave Mexico. The odds are very good that nothing will happen, but I will have learned a lot about selling the product, the potential market and how I have to change.

DECEMBER

12/1/07

11:15 PM EST - Home, NJ

In New Jersey, we have fire hydrants that supply water in case of fires. Because of the snow, there are vertical metal rods attached so they will protrude enough to be able to be seen through any snowdrift marking their location. I mention this because as Uncle Dave and I were riding today, I approached a hydrant and saw an unexpected sight. First some background. It was near the freezing mark today so I was well clothed with four layers on top, 2 layers on the bottom, 2 sets of socks, a face mask, goggles, helmet and my winter boots. I was coming into the town of Maplewood, where our plant is located, at a brisk pace and as I got to within about 10 feet of the hydrant I realized someone had bent the pole so it was now pointing directly at me. I had a split-second to move out of the way so I would not be potentially impaled or at the least sustain some internal damage. As I veered away from the pole, I wiped out and fell onto the sidewalk. Because of my clothing (thank-you dad for teaching me to be prepared), I escaped with only hitting my right side and left palm. With what could have happened, I was incredibly fortunate to have escaped with so minor an injury.

I have been trying to figure out how to handle the SGS machine sales in Mexico. One of the disadvantages of being a broker in this situation is that we do not make the machines ourselves. We are at the mercy of the people who sell and install it. The good news at being a broker is that if you have more than one supplier, and we do, then you can start to push one against the other and attempt to force better and faster service than can normally be expected. This is the situation now. I have emailed the first company in China; they have until Monday to get me the information I need to help sell their machine. If I don't get it, then I will start a second vendor stream and be ready with both when I see the potential customers.

I do not like losing control, but I will deal with it for now. I know that by culture and experience, many Chinese will not answer quickly and will not answer at all if they don't like the question or situation. Sometimes, I have to take that and sometimes I don't. This is one situ-

ation where I have options and we will see on Monday if I have to explore them. I am pushy and aggressive to the point where at times it is helpful and at others it is not. This is a new area and I have to follow my instinct at least when starting. I'll have a better idea of the market place after the Mexico trip.

12/5/07

9:58 PM EST - Home NJ

I hired our first National Sales Manger today. His name is Jeff and I have known him for about a year. I feel confident he can sell. I also feel confident that we can teach him the nuts and bolts of the various businesses so he can be effective reasonably quickly. My stomach is going crazy because I hired him, but also it is another step in my being away from the front lines. Within twelve months, Mike and Vinnie should be taking over the ISO system. That leaves me as a rainmaker and trouble-shooter; my roles are continually changing. I am moving towards a new position. I hope that what I am creating will be what I want.

After a lot of back and forth, we have got the gasket production system ready so that we can launch the sales campaign. The pricing structure is now good enough to be able to sell directly against most European and U.S. manufacturers or distributors. Now it is time to go after the marketplace and see what is there. That will be part of Jeff's initial thrust: selling the new gasket line in addition to the panel line and our labels. We now have approvals for two panels from Alcatel-Lucent and almost one for Harris. The tougher the economy the better it is for our less expensive products. We should be heading in the right direction.

I did not sleep well last night and I am not tired yet, but feel a combination of excitement, fear, stress and anticipation for my trip on Thursday. The party in Mexico for our clients and perspective customers is up to about seventy people. I am glad that there will be six of us there to act as hosts. It is exciting and I really like this.

12/6/07

4:28 AM - Newark Liberty International Airport

As usual, when moving into a new area, things change and stay intensely fluid. Modified information from the two Chinese Gamma Surgeries companies is coming in now about investment percentages and commissions. I am not happy that this is happening right before I go to Mexico to start selling them, but better now than later. These two companies are used to dealing one way in China and they will have increased the risk of losing their equipment the moment they move to another country. They, of course, want to maximize their rate of return and safeguard their property. On the other hand, I will not put our full efforts into this unless we also have the potential to make a lot of money.

Welcome to my world of negotiation. It can be a pain, sometimes frustrating, but never dull. My revised plan now is to go to Mexico, check the landscape, see if a potential deal is there and then go back to China to negotiate from a position of potential power. The two Chinese companies need us; they can't do it alone and we are their best and quickest chance for success.

If we have the potential sales, then we have a much more powerful position to negotiate as opposed to dealing from theory. What we may do is step outside the deal instead of being a joint venture partner and work on a commission basis. We will let the hospital and companies set up the situation between them and we get a percentage. Of course getting the money is always a concern, but we can handle that as we go along. As I said, it is never dull.

It is early here and cold; it snowed a little last night and the roads are slick. I got up at 2:30 AM and I am already tired. We have a long day ahead of us. The big party is tonight so that along with the time change might keep me awake for almost a whole day. That means that I will be grouchy and my temper will be short, which has its advantages when negotiating. I will also probably nap on the plane.

12/6/07

6:18 AM EST - *In Flight to Houston*

I had lunch with Albert yesterday. It was a frank discussion where we both laid our cards on the table as to what we wanted, expected and hoped would happen. He said his commitment would be 100% and I believe him. He will let us know by Monday if he is in. I will then have Jeff become his business mentor, set-up objectives and goals for re-doing all of his materials. He will also get the product ready as quickly as possible in order to start selling. We would be in charge of the business side and will help him in all areas. I believe in his potential and it sounds like a fun project. It will also let us see how Jeff is with getting along with people.

I will be leaving even more of my various jobs to other people. Jeff will takeover the basic sales efforts for the U.S., which has already begun. I am stripping myself of the jobs with which I know and feel comfortable. All of those day-to-day activities and structures that I knew and loved so much are being left behind. I am focusing more on the global issues of increased profitable sales, new areas for sales, new product lines and following my gut instincts. Listening to the marketplace as to where we should go has also become a prime focus of mine. I am a man who loves structure and I am forcing myself into a non-structured area. I will be interested to see how I react, how well it works out and how happy I am with the life change. As always, if I don't like

it, then I can affect change, but I need to give myself some time to see how I deal with it. I have the feeling it will be a better place for me. Our team is strong and capable of much more and it is up to me to see that we are all given the chance.

It is a paradox in which I can do anything or nothing. I can try something new or not; there are no boundaries, no limitations and everything is possible. I guess it has always been that way, but I have been afraid to see it. I am still scared, judging by the increased turning in my stomach, but it is a path that I will take.

12/6/07

10:37 PM EST - *In Flight to Guadalajara*

We arrived on time to Houston with no problems. I had a bunch of emails, which were taken care of and called the office. It is highly unusual to have Al, Vin and I all out at the same time. Mike is in command. I have great confidence in him and our staff.

12/7/07

12:49 AM *Guadalajara Time (11:49 AM EST) - Crown Plaza Hotel*

We arrived in Guadalajara early. I went with Marisol while Vinnie went with Eduardo to lunch; they would then pick up Al and go make sales calls. Marisol and I went to the first prospect for a medical distribution center the SGS proposal. I have always spoken about the power of the lucky first time and it may have happened here. After explaining our plan to give them a machine for free and their helping with creating the space, offices and office support, we spoke generally about getting a certificate of approval for operation from the government. It seemed that they were uniquely positioned to help with the permit process. In less than an hour, we covered everything, said we would be back with a partial plan by Tuesday and left elated.

We went to the office where I emailed Ben a progress report and then we went on another medical call. This was not the right type of company, but they liked the machine and offered to try to help us.

This evening we had "The Posada" or party. It was located in an industrial part of town, held outdoors in a tent. Even though it was quite chilly (I should have brought a coat), it was well attended and everyone seemed to have a great time.

While there, I got some emails from Ben who was happy about the morning meeting and had some comments about how a joint venture could work. After thinking about it tonight, I have some ideas how everyone could be involved.

The Chinese company will give the machine.

The Mexican company will pay for the renovations, for the center, for the permit, and also help to funnel patients in through their various contacts.

IJ Medical would contribute \$400,000.00 and help with sales. All joint ventures have to start with a plan and we will obviously change as we go.

12/7/07

9:19 AM Guadalajara Time (10:19 AM EST)

Now that I have had some sleep and worked out, I can think a little more clearly.

With every new project, there are always hurdles and the SGS Installation is no different. The rules are the same, unless everyone gets at least part of what they want, nothing will happen. For instance, the company from China wants guarantees that the machine that they are putting into the deal will be handled correctly.

The trick now is to set up those safeguards. The trouble is that no one here in Mexico will put any guarantees in writing for a process that they have never seen. One won't move without the other unless we structure that potential so that everyone wins from all sides. For instance, if we contact a hospital and ask them to send their cancer patients to the treatment center, what would be their motivation? Better care is a motivation, but these people are in business too. To be truthful, they would be giving up the fees that they would get for their doctors, hospital stays, medications and other associated medical costs. However, with those chargeable fees there are also the costs of their overhead. Therefore, if we make a referral system where they would at least get the same amount of income generated per patient that they would have received without the overhead, then they might consider it. This would mean that they could handle a lot more patients since some would be treated outside. They would be acting as treatment brokers and they could gain more revenue by an increase of volume with little cost. Therefore, what we need to do now is find out the current charges for treating various types of cancer patients. We also need the costs to the hospital are so we can figure out a profit per patient minus all of the normal costs for overhead, depreciation, etc.

If possible, we will equal that with a referral fee so that we have a potential for a massive stream of patients into the treatment center. In addition, if these hospital and clinics are pouring patients into the center, there is a good chance that the center can sell them other services, which of course, would then be commissionable sales back to us. Everything works both ways.

First we need to find out the costs. The company getting the machine will probably be able to do it.

I emailed Marisol and we will try to get into a cancer clinic today to see how they like the idea.

Last night the "Posada" went well. Eduardo picked us up at about 7:30 and we drove to an industrial section of Guadalajara, which was

closed and foreboding. As we drove down the streets, I saw a stray dog and got a little nervous. We parked in front of a building and saw that it opened up into a very nice area with a tent. Unfortunately for me, it had turned out to be very chilly and I only had my sweater, but I was bouncing around so much talking to people it was not bad at all. I felt like my dad, talking to the man playing the music and asking him to turn the volume down so everyone could hear. Even so, it was very loud and by the time the evening ended, I had very little voice left. It was an amazing group of people, mostly in their twenties and buyers for local contract manufacturers and telecom firms. A salesman paradise and all of the Ideal Jacobs staff were in full attack (in a nice way) mode. It was a lot of fun and I got flagged from drinking too much soda because the caffeine was making me a little crazy and Marisol was afraid I might not sleep for a long time. Our staff is aggressive, well led, organized and I am very pleased with the way they handled themselves.

As for me, I planned to get up at 6:00 AM local time, I got to sleep at about 1:30 AM, but refigured the time I would need to workout, get ready and went back to sleep for a while.

IJUS is doing well without us and I have no fear of being away and even having Alice and Vinnie away (but not for too long).

I heard from Albert; he is interested and wants to talk again. I don't blame him for having some questions. After all, it is his life we are talking about. I will try to arrange a meeting with Jeff, him and me later next week.

Jeff is due in on Monday and Tuesday to start his training. We are going to Bell Labs on Tuesday to work on possible gasket sales and Monday is our ISO 9001/2000 audit, which will involve Mike and Vinnie. It will be strange giving up control of the ISO system and I will become the company auditor in the future.

12/8/07

12:09 AM Guadalajara Time (1:09 AM EST) - Crowne Hotel

The day was amazing. Marisol and I went to a hospital this morning regarding the SGS proposal and then to a cancer clinic in the afternoon. We learned a great deal. Since our system costs much less than conventional cancer systems, we can offer enough of a discount where it will pay a hospital or clinic to use our device and still make more money than they would have treating the patients themselves. This seems like one of those rare occurrences where we can start off with a slam-dunk. Therefore, we can try to have the potential customers set up a time-share situation. We can sell out blocks of time on the machine in advance to the companies that will pay a holding fee. We can use that up front money to pay for the construction. We have to send proposals to the three places we saw today and get their feedback. We won't know how far to push until we try.

We also called on the head of gaskets for Flextronics. The meeting went well.

We had a farewell dinner tonight. We accomplished a lot and I am hopeful for the future.

I have not slept much in the past few days and am getting up in less than three hours. Maybe I can get some sleep on the plane or in the cabs. No complaints overall.

12/8/07

4:56 AM Guadalajara Time (5:56 AM EST) - Guadalajara Airport

I really have to get better at technology. I set my Blackberry to wake me up at 2:45 AM. The only trouble was it was on EST so I really woke up at 1:45 AM. I did not realize it until I had almost packed and then went back to sleep for another half an hour. Sleep deprivation is firmly in place, I have had less than fifteen hours of sleep over the past three days and it is definitely not enough.

Here is the proposal thus far for the SGS System:

We have the Mexican company that will build the structure for the unit and will have primary access to the machine. If they have total access and they can guarantee gross sales of \$3,000,000.00 per year, then that is fine. If not, then we will enlist places like the cancer clinic and offer them a timesharing deal to fill in the additional treatment times. We would run the centers on twelve hour days, six days per week. Split each day in two to give us twelve blocks of time per week. We will sell the blocks of time per week and would charge \$5000.00 fee per patient, which is about 25% of the current market price. This will give them a lot of room to charge as much as they would normally, have no overhead, expand without increasing their overhead and still maintain the same profit levels.

Hi,

It was great meeting you last week. We are excited about the prospect of working together. As per our conversation, we are involved with both of the two Chinese equipment manufactures. One company is part of a much larger corporation listed on the U.S. Stock Exchange. The other is smaller, but more innovative in their design. Both have their advantages; we will pick the best for this project.

At this point neither of the two Chinese companies has permits issued in Mexico; therefore, we will proceed immediately with having permits created and submitted to the Mexican government. We greatly appreciate your offer to help in this matter and will happily accept your guidance.

Making the assumption that the permit process will take six to nine months gives us a little time to formalize the agreements necessary to get the machine,

bring it over and set it up for operations here. If everything begins quickly, then we would expect you to be able to start operations by October of 2008.

Financial Arrangements:

As per our discussion, we have no expectation of your company spending 2.5 million dollars to purchase this machine. Both Chinese companies would accept 1 million dollars up front and the balances in lease payments over fifteen years. As part of our agreement your company would be responsible for supplying the space needed. Also, as part of the agreement, our company would take care of the staffing and overhead.

You will probably need two oncologists on staff, plus six technicians.

We would be responsible for taking care of the leasing of the machine.

We would plan on this machine running twelve hours per day, six days per week. Each dose takes about thirty minutes, which means two per hour or approximately, 140 doses per week, above 500 per month and about 6,000 per year. Figuring an average of about fifteen doses per patient means treating about 400 people per year.

Your company would pay our company \$5000.00 per patient; you charge the patients anything you want. The type of cancer does not matter to us.

As a reminder, the smaller the tumor involved, the fewer doses.

If your company wants to guarantee that the machine will be used all the time, then there is no more discussion in that area. But, if you feel you can't, then we have already contacted other groups including a cancer clinic who is highly interested in contracting part of the unit. We would have sliding scales for outside use, but since we want you to be the prime user, the amount of money you would make on these patients would be less than if you did it on your own.

Please let us know if you have interest within the next 7 days. If you do, then we will formalize the proposal with actual figures of what will be needed.

It is a very good thing to be able to help a lot of people and still make money at the same time. I just emailed Ben and he says that we can lease or buy the machine ourselves. It is starting to look like a double project; I am getting very excited.

We will hopefully be taking off soon for Houston.

12/8/07

9:45 AM Houston Time (10:45 AM EST)

The trip from Mexico was smooth as were our travels through immigration and customs. The general mood of everyone is festive which matches the season so it is a good time. We have over three hours to get home, but so far, we are on schedule. Tomorrow, I will catch up on email and send the proposal to Ben. He emailed me that there are also

two opportunities for Gamma investments in Romania and Hungary. I said to go for it as long as our cash flow will sustain it.

12/9/07

9:58 PM EST - Home, NJ

I have emailed Ben. If he is willing to put the SGS Proposals into motion, then so am I. We can buy the machine from either Chinese manufacturer and then lease it to a company in Mexico. Theoretically, we are then simply leasing equipment and our risk is minimized. On the other hand, if we run the center, then we are involved, but also control the cash flow. If we don't run the center, then we have to rely on their accounting. I will wait for Ben's reply.

It looks like we can get at least some of the gasket business from Sanmina-SCI in Mexico. I will submit prices tomorrow. If we do, then it is the start of our new product lines. The potential is huge. One goal is to get enough business to be big enough to set space on Flextronics Campus and manufacturers some of the goods there. I have no idea how efficient we can be there regarding money.

We have about 3 weeks to go before the end of the year. Hard to believe it has gone this quickly.

12/10/07

9:53 PM EST - Home, NJ

We had an ISO 9001/2000 Audit today. Mike and Vinnie were with me; this marks the beginning of their taking over the system beginning in three months.

I go to Bell Labs tomorrow with Jeff. We will make our first sales call together then he goes after everyone in New Jersey.

12/12/07

3:27 AM EST - Newark Liberty International Airport

I would first like to thank the eyeglass company here for not being open so I could utilize their counter space as my temporary office this morning.

I spoke with Albert yesterday and we agreed to move forward. Now the hard stuff begins. We have to totally revamp all of his printed materials and then move onto setting up the books, CDs clothing and cooking lines and eventually, a workout DVD. Most of the work is on our side at the beginning and it will be massive. I introduced Jeff to Albert yesterday. Jeff will be our point man and he is responsible to keep him on track and insure he meets his deadlines. If Albert does not do as needed, then the project will be dropped.

I emailed him last night with a long list of questions to get a better idea of who he is. The responses were insightful, but I will need much more if I am going to re-write his workout book, which will contain

a lot of personal information. The most important thing is that he is seen as genuine, human, approachable and has something good to contribute and worth the time required to go through his program. I will rewrite what he has written and see if he likes my style. Otherwise, we will find another avenue.

Today I am on my way to North and South Carolina. I have two people to see and possibly a third. I was not planning on making any more trips before January, but this came up so I decided to go.

I believe Alex is due home on Friday night. It will be great to see him. Now it is time to write about Albert.

12/12/07

5:46 AM EST - *In Flight to Charlotte, NC*

I heard from Ben before takeoff. He has been in a meeting all day regarding the potential SGS center in Thailand. If that agreement is reached, then I believe we will move onto partnering with two other facilities opening up in Hungary and Romania. He also mentioned he had some good news about Mexico so maybe there is some financing news there. I sent the proposal to the first Mexican company Marisol and I visited, but I believe the head man is in Spain so we may not hear back for a week.

One other great thing happened yesterday. We pulled ahead of sales from last year. What an amazing thing that we have been able to do considering the partial loss of one of our biggest accounts and moving business to IJX, IJM, and IJN. I am so proud of our people worldwide. They have done a fantastic job.

While working on Albert's workout book, I have to be careful to make sure it is his and not mine. I see my own philosophy constantly moving into his so I need to be careful. He might not like it. Still, we need to set up four books to cover his philosophy and I am just now getting to know him so maybe we are not all that different after all.

12/12/07

8:09 AM EST - *South Carolina*

We are on our way to Flextronics/Solelectron and should be there in about thirty minutes. My able driver for the day Fred seems well in control of the situation. The flight down was easy and on time. I saw part of a beautiful sunrise from the air. I checked in at the office; they don't need me. I will talk with Jeff when he gets in about the Albert project. Having my son Ben with his ability to compose music and edit gives us a great weapon. Much of the program should be audio as opposed to written because most people wouldn't bother to read it. I think that we will have a CD for the mind and spiritual portion, another for the business portion and another for the workout portion, which will eventually go to a DVD and maybe another for meditation as well. This

is supposed to be a life changing experience so we had better cover everything.

12/12/07

1:52 North Carolina Time - Charlotte Airport

The call to Flextronics in South Carolina went well as did the one in North Carolina. It has become even clearer that without our facilities in Mexico and China, we would be in severe trouble. But we do have them so things have the potential to increase greatly and my calls today were all positive. I met the man in charge of gaskets, at least temporarily and I hope we will get our shot. It is a beautiful warm day in the Southern United States and I am glad that I wore a summer suit, even though I am still hot. Tomorrow the weather is supposed to be pretty nasty in New Jersey so I will be back to wearing heavy clothes. In the meantime, sleep deprivation from getting up at 2:00 AM this morning has officially set-in with a small headache. This is all going to make working/editing difficult. I will buy water, take some medicine and hopefully get a nap on the way home. The office continues to be fine as long as I have contact through email and an occasional phone call. We had a pizza party in the office today because we went 1,000 days without an accident, I am proud of my crew.

12/12/07

5:20PM EST - In Flight

We should have landed already, but we are in a holding pattern about 200 miles from Newark. The good news is that my headache is gone and I can work again. I spoke to Wendy. We cancelled our night out and she will have dinner waiting for me when I eventually get home. She is a good person and I am very fortunate to have her.

12/13/07

9:58 EST PM - Home, NJ

Perhaps I am too hard on people. We have begun working with Albert. He has done well, but his background lacked in some business areas and it is our job to maximize what is there. One of the things I told him to do was to write a log every night and answer the following questions.

What happened today that was good?

What happened today that was bad?

What happened today that was unexpected?

What do you anticipate for tomorrow?

It might sound easy, but the structure of having to do it everyday is very difficult, which is why I want it done. Besides, it will also give us a diary of his new journey with us, a chart of his changing into a new person and a measure of his commitment to the project and me. It

is now almost 10:00. He did it yesterday, but I have seen nothing today. If I don't have it by the morning, I may cancel the project. If he can't do this, I do not have enough faith in him to see this to the end. I may give him one more chance. As I said I can be very hard on people.

It snowed, sleeted and rained today. Kayla and I shoveled, it was the first time we did a whole driveway together and it was a wonderful time enjoying each other's company, breathing the wonderful winter air and getting a job done well. She is amazing.

12/15/07

10:39 PM EST - Home, NJ

It is snowing/sleeting and both Kayla and Alex are still out. I hope they get home okay.

I got a message from Ben in China regarding the SGS Project. It is taking a lot of his time. I advised him to stay with it. The potential is too great not to give it everything we have.

As for Albert, he was in yesterday and we were ready to go ahead with everything. Then he did not send his journal last night. He is supposed to do it every night and he didn't. If his commitment is not 100%, then how can I rely on him to go to the end? I was thinking about dropping him when I did two small things I should not have and Kayla suggested I give him another chance. It is amazing that women love him, even the ones he doesn't know yet. If he is naturally lucky, it doesn't matter. We will keep going for now and hope his luck holds for the project.

12/18/07

9:52 PM EST - Home, NJ

Albert's writing has shown improvement already. By the end of 2008, he will have enough information for a book.

I got an email from Ben. He is worried about business in China. Customers are pushing for cost reductions and our suppliers will not help, which means we either become more efficient or lose profit. On the other hand, it also means the customers will be much more likely to listen to new ideas, an area in which we hope to shine so I will happily take the environment we are handed with the chance for new niche markets.

Jeff is out on the road and I am very pleased both by the way he is handling himself and the fact that he is seeing people who I never get the chance to visit. Response to our new gasket line is good, I am hopeful we have a new niche market to attack.

We are now designing a MTCA panel, I think I have an idea that will enable us to use our plastic design and if so, should be well below the current market prices. We need to modify the ATCA design and I think we will accomplish what is needed by changing the gasket.

12/20/07

8:46 PM EST - Home, NJ

The end of the year is nearing and I have begun preparing for the final set of Quality, Environmental and Health and Safety Audits; it is well worth the work.

Yesterday marked my last meeting with the PTPA Executive Board. They are good people, doing good work and I am glad I was a part of it.

Unfortunately, the solar shade idea is dead because it failed the patent search.

We will try to record enough information on Sunday to make a CD for Albert so he can use it as a selling tool. He needs some sales tools to help get more business and I think we can help. He is supposed to send us a brochure tonight and I am hoping our prepress department can make some quick art so he will be ready soon with both.

I spoke with Albert today. His writing is improving at such a rate that within six months he will not need me anymore and we can use a regular editor for his work. Alex and his friend Stephanie are working on sketches for the new clothing line and so far I am very happy with them.

We are opening Ideal Jacobs Medical Corp. in Hong Kong over the next few days. Its purpose will be to export the SGS System from China to other places in the world. I have the feeling we will be heavily involved (financially) with the first location and might end up running the center ourselves. I am okay with that as I like the idea of control and will put in an ISO system for running the operation. I have my own ideas about how to make medicine more customer-friendly and would like to be able to try them.

Sales are good for the month and the year. There is a lot of price pressure, but our new gasket and panel lines give us good entries into new areas where we can also sell our main line of labels.

Happily, Jeff finds it all interesting and wants to sell everything, which will take a lot of pressure off of me. Business has been good and as I step more away from the day-to-day operations, it seems like I am jumping from project to project all day. It is a lot of fun. I could be pricing jobs for labels one minute, metal parts the next, working on exercise related materials the next and then working on the SGS Proposal. It is perfect for someone who doesn't like to be bored. In fact, I am spending a lot of time in a state alternating between high excitement and fatigue. I would not want it any other way.

Uncle Dave came through his prostate surgery and it looks like they got all of the cancer. I hope we can go for a short walk on Saturday. I am very happy he seems to be okay.

My son Ben is due home on Saturday and we start working together on Sunday. I hope he has some time because I really need his help with the audio work I am planning. He is a great asset to have and I will utilize him as much as I can.

12/22/07

10:36 PM EST - Home, NJ

I got some great news yesterday. My check-up at my doctor went fine and now the results will go to my urologist who I will make an appointment to go see. He is one of the few people I am afraid of because of what he can say I have to do. Since prostate cancer runs in my family, I am acutely aware of the problems and afraid of the potential diagnosis. I had one scare that proved false, but the paranoia seldom leaves.

I saw Uncle Dave. He had prostate cancer surgery last week and is doing okay. It is not a minor deal and he looks wiped out. He is feeling much better mentally.

I rode my bike today outside in the cold. Without Uncle Dave it was not nearly as pleasant. He won't be able to ride until the spring and I think I may declare the outside season done, move inside and bike in our basement. It is nice, warm and I have the TV to watch so it has a lot to offer. I love being outside, but not when it is really cold and I am alone. Once again, thanks to my brilliant wife for suggesting I buy the bike for the house. I have already used it and it works out really well.

I have been working on the proposal for the SGS System and I expect to be ready for a final proposal to show Ben by Thursday. It is difficult pricing. I do not know exactly how much to charge, but am getting a better feel all the time. I do know that the first company to agree will probably get a better deal than anyone else not to mention a great learning experience for us.

Ben is now home and ready for tomorrow's taping sessions with Albert. Jeff, Al and Barbara will also be there. Barbara is going over Albert's cookbook. We have sketches for a new clothing line from Alex and his friend Stephanie. They look great. We will attempt to record Albert tomorrow for his first CD.

Here are my questions.

Who are you?

Why you?

Why are you different than other trainers?

What was your worst moment?

What was our best moment?

What do you want?

What do you dream about?

What do you say to parent's who give their children junk food?

What do you say to people who say they don't have time to work out?

What is your advice to people who are afraid to try?

What if they fail?

Why should they believe you?

How can you help them?

Are you in it for the money?

If you could have anything, what would it be?
If you could stop anything, what would it be?
How do you spend your spare time?
How should other people spend their spare time?
Can other people do what you have done?
What is the first step?
What if they fail?
What if it works?
What do you believe in?
Can we trust you? Why?
What happens if you fail at this?
Do you like yourself?
What areas do you need help in?
Are you ready?

12/23/07

9:55 PM EST - Home - NJ

I played tennis this morning. It was a tough match. I lost, but a lot of fun. Later at the office with Ben, Jeff, Barb, Al and Albert, we went over the clothes sketches, cooking ideas and the basic name of the program. Nothing is set in stone as of yet; it will need to be soon. We also taped a CD introduction for Albert. I interviewed him about his background and philosophy. It was okay, I will need to see the finished version, but the others who heard it were not greatly enthused. I am hoping the final product, with the editing and music, will work out well. If not the project will stop. We also taped some interviews for his blog with the same reactions as the CD. He has to be able to instill confidence in himself from the sound of his voice. If not, he will not be able to do the marketing necessary to get his message out and the sales in. We will tape some of his speaking engagements in January. I want to see how the audiences react.

I finished the next edition of the proposal for the company in Mexico for the SGS project. I am tired, but happy with the way it turned out. I sent it to Ben, Alice, Vinnie, Mike and Jeff for evaluation.

12/24/07

10:34 PM EST - Home, NJ

Christmas Eve

I spent a fun day today playing tennis, going to the office, having lunch with Ben and Wendy, seeing Uncle Dave, having dinner with Jeremy, Wendy, Ben and Alex and then hanging out with Wendy. Ben thinks that the massive changes going on within China will mean a lot of potential to bring Chinese companies to the U.S. I am all in favor of going after them.

Tomorrow I sleep late--no alarms.

12/25/07

10:06 PM EST Home NJ

Christmas Day

I started off biking. The weather was winter-like, but sunny and nice. I went for a walk with Ben and then later we went to the movies and had Chinese food for dinner with Barbara and Cliff. I was emailing this morning with Albert. I had a great idea to have him center on kids, since we all thought he was having definition and depth problems with his program. Unfortunately, he did not like it and was adamant about staying his course. My people do not think his course will work and since he will not change it, we have a major problem. I emailed him that it is his choice and once he is finished with his course materials, we will bring in a focus group to see if they agree that he has potential, credibility and is sellable. I am having extreme doubts as to whether this project has any legs. We are supposed to talk tomorrow and I am sure that he will email his log entry tonight about how I am not supporting him. But he is not coming through with enough depth and information that will make him different than anyone else. There is no way I will risk a lot more time and money if he refuses to modify his direction. Plus, my people, whose opinions I trust implicitly, say it is a no-go. I do not think this will move forward, but I will not pull the plug yet. Though I am getting very close. He should remember that we have the money, experience and time for the project. We are the ones taking most of the risk. Anything he is doing he would have had to do anyway and he is getting the benefits of our effort. It would be better if he listened more closely to what we say. But in the end, it is his decision on which way to go and in the very end ours, whether we are with him or not.

This is normal procedure for me. I bring on new projects and most whither away for various reasons and I center on the ones with the best promise. Gaskets, our new panels, the SGS System, bringing Albert on all seem like good prospects. It only takes a few to grow the business in profitable ways. It is my way of picking what seems best for us.

12/26/07

10:06 PM EST - Home, NJ

After tennis I went to see my urologist and my checkup turned out well. I spoke later in the day with Marisol. One company in Mexico is definitely interested in the SGS System and is even talking about coming out to China to see it in operation. They need more information, which Ben and our crew will begin gathering. They want to become government-approved and if so, then the flow of patients should be constant and profitable. We also sent out proposals to them, the cancer clinic and the hospital we visited. Marisol can see the potential and is pushing hard to get immediate action. If we bring people to China, then Marisol will need to come with them.

We finished with Albert. I ended it by email this morning. It wasn't working out and I should have stopped sooner, but I let my emotions get in the way of trying to be nice. I pretty much know when things aren't going to work and should follow my instincts more quickly. I will try to do so in the future. It is like going out with someone new in dating. You try to push the negative stuff to the side, but you know it is there and will eventually have to be handled. It ended well and we will send him a copy of the interview and blogs he recorded, as he requested. No paper-work was ever signed so nothing else has to be done.

I am sending Al to Europe. She will go to IJN and then see customers with Jeroen. She is excited and will probably get to see her kids. Good for everyone.

12/27/07

10:57 PM EST - Berkshires

After playing tennis indoors, Wendy and I drove up to our home in the Berkshires. It was rainy, but otherwise a fine trip and after a nice lunch, she took the car and I did very little. We went out to dinner with some old friends. The wife is a breast cancer survivor. After hearing her stories about chemotherapy treatments and Uncle Dave's side effects from his surgery, I am becoming a fast believer in the SGS. Just being able to negate the side effects alone is a giant deal. Titan is gathering information to send back to the Mexican company interested in the SGS proposal and Jeff will be there to assist if needed. We have a big chance here and I hope to take it.

There is a chirping sound in this house and it is starting to drive me crazy. Richie was here, but needed the electrician. I hope my music will cover it up.

12/28/07

1:48 PM EST - Berkshires

I had a hearty breakfast of blueberry pancakes and syrup, which only added to my food guilt from last night's dinner. I figured I would be okay after a long ride and a lunch with no bread. Happily, that is the case and I am almost back to feeling okay regarding my weight. It is amazing to me how obsessive I am regarding a few extra pounds and what I will do to make sure that if they do come on, they do not stay on. At this point for a normal week, I will play tennis six times, bicycle twice and do my warm-up exercises 6 times. I am hopeful that, in combination with eating sensibly, I will stay stable.

I have been in touch with the office via my Blackberry. Things are fine. Ben is helping to gather more information for the SGS so we can offer various types of price structures and success solutions with other types of cancer treatments. We should be able to send back our replies to the various inquiries by the end of next week. At that point, it is all up

to them to evaluate our proposals. In the meantime, we are going after other companies so it will become an increasingly busy area for us.

I spoke with Al before and she is going to Europe to see our people at IJN next month. While there, I would also like her and Jeroen to go to Hungary and possibly Germany, Belgium and France to see various customers. I think she will have a positive effect on those people who would rather not see me. I don't care who they like, as long as they do business.

As I sit here doing laundry, emailing and working on this log, I am content with our preparation for the coming year. There are many foreseeable problems with the economy moving downward towards possible recession and other events such as the presidential election here in the U.S., the continual rise of China, and the fall of the U.S. dollar. My job is to try to figure out the best set of options for whatever happens and hopefully utilize them to our advantage. Positioning is everything and I think we are in good shape. I won't truly know until we are actually in them and that, in many ways, is part of the great fun of it all. A massive game of worldwide chess with which we are becoming more of a player. I love it. But I still must remember that it is the journey that is often the most fun. Once you reach a goal, the joy is usually fleeting and you have to make another one.

12/29/07

10:44 PM EST - Home, NJ

The ride home was peaceful and uneventful and by the time we returned, the fog had cleared to a beautiful mild day, of which I took full advantage with a long ride on my bike.

Our new medical company is based in Hong Kong and now has an address and telephone number. I emailed Ben some questions to clarify what we can promise regarding the capabilities of the SGS and will then incorporate the information into an informative booklet. I hope that it will answer all the questions from the company in Mexico and if not, we will add more later. I am finding the research fascinating. I like learning new things and having to do it in a hurry. I like the challenge and the deadlines, a good thing since we move into new areas so quickly.

12/30/07

I tried again to record the Meditation CD with my son Ben, but we decided the script needed to be edited before I try again. He is working on it. This will either be really good or will not see the light of day. I am not sure which yet.

If we get the agreements on the SGS program, then we will begin using the profits from IJX for the various ventures and then mortgage IJX itself if needed. At the moment it is debt-free, but both Ben and I are

willing to wager all of it if the right situation presents itself. It is kind of strange. We worked so hard to get it where it is now: a great running profitable company and we are both willing to put her into extreme debt (to use her as our money base to launch into new areas). Going after it has many components and not the least has to be the willingness to see what happens if it doesn't work out. We are going in with our eyes wide open. I am learning about this medical technology as quickly as I can. I think it has enormous potential, besides also leading us into other new areas for investment and expansion. You don't get second chances or opportunities. It is now or never. We move forward.

12/31/07

2:41 PM EST - Home, NJ

It is hard to believe the year is over. What an amazing time it has been. I was in the office this morning, after losing at tennis. I got a lot of the final paperwork ready for the annual audit, which should be completed this week. I went for a walk with Uncle Dave who is feeling much better. I hope he doesn't have to go through anything like this again. I have been working on the meditation CD with Ben and something wasn't right with it. My son is extremely perceptive and helped me to realize that I wasn't really talking about meditation, but more like a system for helping people to get to a place from havoc to peace. Therefore, I renamed the piece "Peace Through Work," changed a few things and now it seems like it will come together relatively easily. I have already spoken to Ben about editing this book, which will be formally done today. I have begun the process and hope to be finished with the first pass by March 1st. I am not sure of the title yet.

That also means I start a new book tomorrow. We also start a new year for billing and the sales start again at zero, both of which are exhilarating and frightening concepts.

There are many new projects and areas to consider, most of which will not happen, but it doesn't matter. I have faith that enough will work that we will be okay. That's what I want: the chance to reach my dreams and enjoy the journey getting there. For that, I will give what I have, marshal the forces of my team to do the same and remember that there are multiple paths to most destinations. I should not worry as long as we get there. My son just came in with his revisions for the new "Peace Through Work" CD, which I have to go through, and thus will end my last entry for this year. I am one of the most fortunate people I know, supported by a wife who always has my back, a family solidly in my corner, a team that shares my vision and a burning desire to keep moving towards the unknown.

GLOSSARY OF TERMS

Assembly - a group of metal and plastic parts that are put together to form a new product like a circuit pack

ATCA - Advanced TCA or Advanced Telecommunications Computing Architecture; a telecommunications platform targeting requirements for communications equipment

Chinese Joint Venture - a company set-up where a Chinese partner owns some of the stock of the company

Conductivity - a substance that will allow the passage of electricity

EMI - electromagnetic interference

EMI Shield - a material that will stop the flow of EMI "noise"

EPA - Environmental Protection Agency

Flame Rating - a designation for a material that shows it is resistant to a certain level of heat and flame

MTCA - Micro TCA; a telecommunications platform targeting requirements for communications equipment

OSHA - Occupational Safety and Health Administration

OSHA SHARP - Regional group for those companies with excellent health and safety systems

EPA Performance Track Group - an association for those companies with excellent EMS (Environmental Management Systems)

PTPA - Performance Track Participants Association

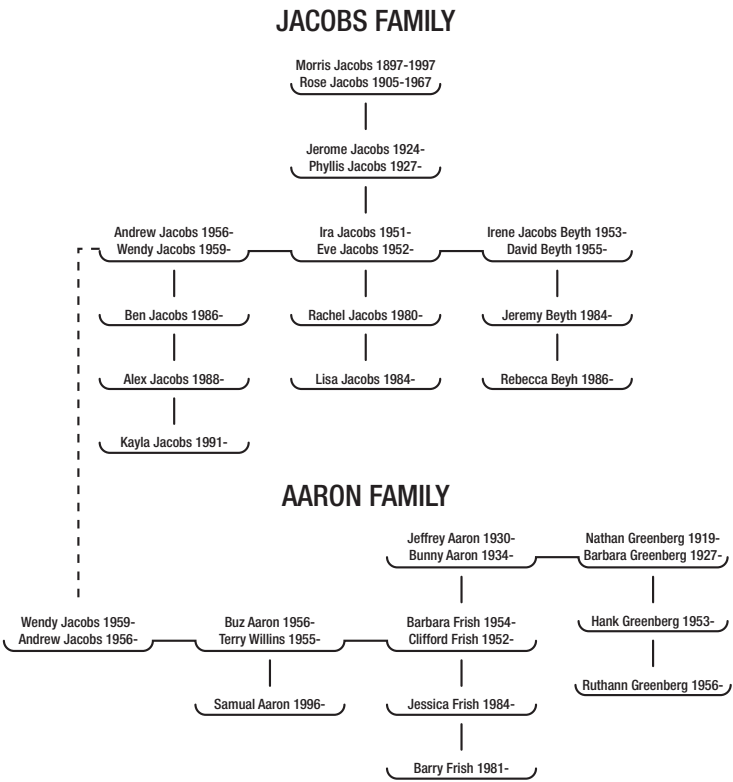
Passover - Jewish holiday celebrating the freeing of the Jewish slaves from ancient Egypt

Tanglewood - a music resort located in Lenox, Massachusetts that features outdoor summer concerts and classes for students

W.O.F.E. - a wholly owned foreign subsidiary; a company operating in China where there is no Chinese ownership of stock.

ANDREW'S NAME LOCATOR

The chart below can be used to help figure out who Andrew is talking about.



FAMILY FRIENDS

- David Williams "Uncle Dave"
God Father to Ben Jacobs
- Gary Moscovitz
Accountant / God Father to Kayla Jacobs
- Howard Davis
Corporate Attorney
- Alan Holzman
- Rabbi Dan Cohen & Elana Cohen
- Paul Gross
Tennis Coach
- Dr. Browne
Andy's Dentist
- John Rudder
- Bailey
The Jacobs' Family Dog
- Jeremy Gorin
Friend of Ben Jacobs

BUSINESS ASSOCIATES:

- Ben Meng
President, Ideal Jacobs Xiamen
- Lencon Patents, Netherlands
European Design Partner
- Jeroen Kuiper
- Jan Willem Lucas
- Ed Weingram
Patent Attorney
- Dan Gallagher
Renewable Fuels
- Don Argintar
Corporate Computer Specialist
- Dr. Cyril Nwako, Kean University
*Director of Graphic Communications
Management Technology Graduate Program*

COLOPHON

This book was prepared using Adobe InDesign CS3 on an Apple PowerMac G5 running OS X 10.5.4. The original text was supplied from the author as individual Microsoft Word files and was imported into Adobe InDesign CS3.

The body text is set in 10 point Book Antiqua. The chapter headings and section breaks are in 32 point Charlemagne Std Regular. All body fonts are PostScript Type 1 fonts.

The front and back cover designs were created using Adobe Illustrator CS3 on an Apple MacPro running OS X 10.5.4. Concept for cover design by Michael B. Mroczek. Cover designed by Marc Appezzato.

Layout and formatting were done by Richard Green III.

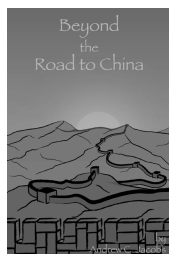
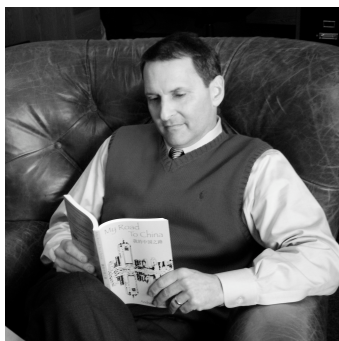
Editing was performed by Marc Appezzato, Alexabder Jacobs, Kate Hannington, and Jay Williams. Proofreading corrections were entered directly into the master Adobe InDesign file for this publication.

The finished layout was exported from InDesign CS3 in Adobe Acrobat 8 format. The resulting PDF file was used to transfer the volume to the print facility for imposition, set-up and printing.

RG3

ALSO BY ANDREW JACOBS

BOOKS



Beyond The Road To China

Ideal Jacobs China has been created and this book chronicles the adventures of transforming moving it into a profitable, vibrant young company. Also shared are various world voyages, Andrew's philosophies and how to continually have a good time while pursuing your life's dreams.



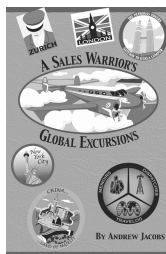
My Road to China

I never planned to have a manufacturing plant in China but when one of our customers "suggested" it might be a good idea, we decided it was time to do it. My Road to China is a diary of the adventure from start-up to full-scale operation of Ideal Jacobs Corp. in Xiamen, China.



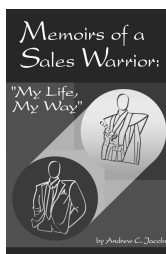
How To Start And Run Your Own Company -Or- Sex, Money And Power...It's All The Same Thing

Have you ever felt like starting your own company? Have you ever felt that you could do a better job than your supervisor or the owner of the company you now work for? Have you wanted to make the decisions and live or die by your own wits? Most people, at one point in their life, have wondered what it would be like to own their own business.



A Sales Warrior's Global Excursions

Have you ever wondered what goes through the mind of a salesman when he is going after new customers, fixing trouble, and clawing his way to fame and/or fortune? *A Sales Warrior's Global Excursions* provides insight into this as well as contains the fictional novel by Andrew Jacobs about being the first "embedded" in the Iraq war.



Memoirs of a Sales Warrior: My Life, My Way

Memoirs of a Sales Warrior covers many of Andrew Jacobs' life experiences and offers advice for dealing with the trials and tribulations that we all encounter during our journey through life. It also provides a blueprint for success, both within the working world and in our personal lives.



Say Yes or I'll Keep Calling

Available in English and Chinese

A quick reference for navigating the world of sales, *Say Yes or I'll Keep Calling* provides insight into every step of the process of selling, as well as some advice on maintaining one's personal stability and mental and physical fortitude.

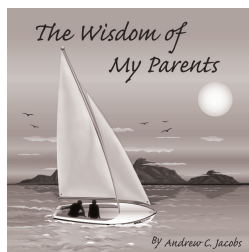
VISIT WWW.IDEALJACOBS.COM FOR DOWNLOADABLE
VERSIONS OF ANDREW'S BOOKS

ALSO BY ANDREW JACOBS

AUDIO CD'S

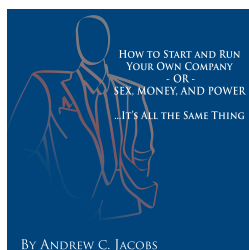
The Wisdom of my Parents

Like many people of my generation my parents retired and are getting older. They have a lot of wisdom and life experience that I wanted to record because I knew it would be valuable.



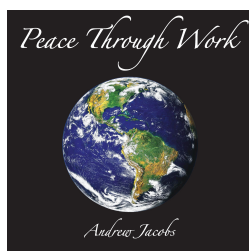
How To Start And Run Your Own Company -Or- Sex, Money And Power...It's All The Same Thing

Everybody thinks that owning your own company and being the boss is the best job in the world. For an extremely small group they are right; for everyone else it is a complete disaster.



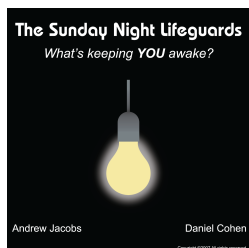
Peace Through Work

Stress is an everyday component of living today. This CD chronicles Andrew's journey through the processing of exterior stress to interior peace.



The Sunday Night Lifeguards

Andrew, along with his good friend Rabbi Dan Cohen, explore the subject of death. Far from being a depressing or dark outlook this discussion covers the possibilities of control and how you can influence what is inevitable.



IDEAL JACOBS CORP.

WORLD HEADQUARTERS

515 Valley Street • Maplewood, NJ 07040 • USA
(877) 873-4332 • www.idealjacobs.com

Our Company

Ideal Jacobs Corporation was established in 1921 by Morris Jacobs. Andrew Jacobs is the third generation owner covering over 85 years of continuous service.

Our product lines include...

- Printed Pressure Sensitive Labels
- Fabric Over Foam Gaskets
- Machined and Laser-Cut Metal and Plastic Parts
- Short-Run Electronic Assemblies

Worldwide Locations:

IDEAL JACOBS XIAMEN CORP.

Floor 4, Block D • Gangxia Industry Park
319 East Hubin Road • Xiamen 361012 • China
+86-(0592) 506-4000 • www.idealjacobs.com.cn

IDEAL JACOBS MEXICO

Privada Sierra de Quila 2869, Int. 401 • Rinconada La Calma
Zapopan, Jalisco, Mexico • CP 45080
+52 33 3634-4694 • infomx@idealjacobs.com

IDEAL JACOBS NETHERLANDS

Hondsdiijk 3 • Koudekerk aan den Rijn • 2396 HG • The Netherlands
Tel: +31 (0)71-3416555 • info@idealjacobs.com.nl



*We love rushes and finding creative solutions
for all our customers' needs.*